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BROADCASTING

combined with

Broadcast Advertising

Vol. 10 • No. 11

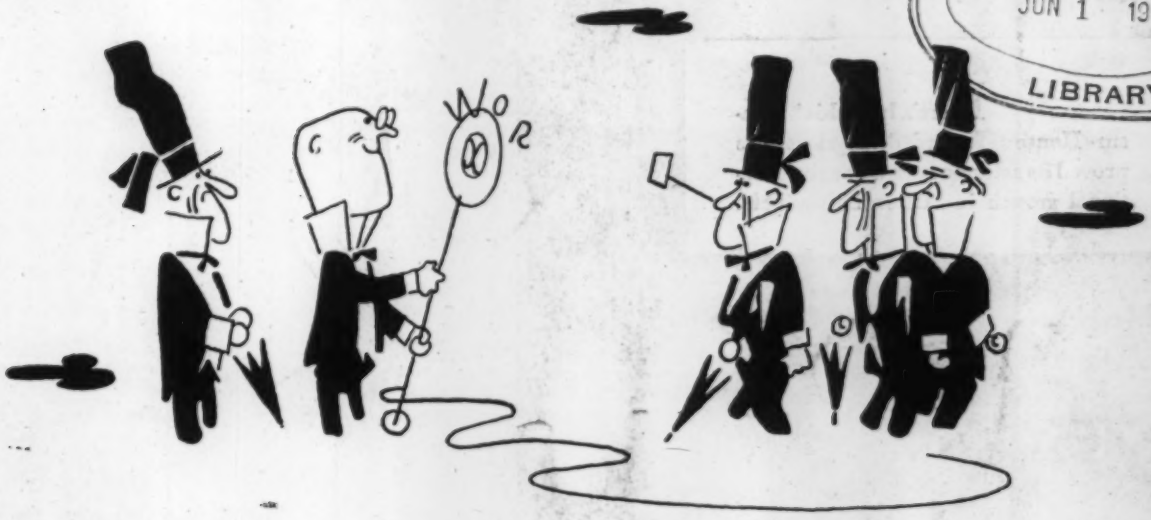
WASHINGTON, D. C.
JUNE 1, 1936

Foreign
$4.00 the Year

$3.00 the Year
15c the Copy

Published Semi-Monthly, 25th issue (Yearbook Number) Published in February

THE JOHN CRERAR
JUN 1 1936
LIBRARY



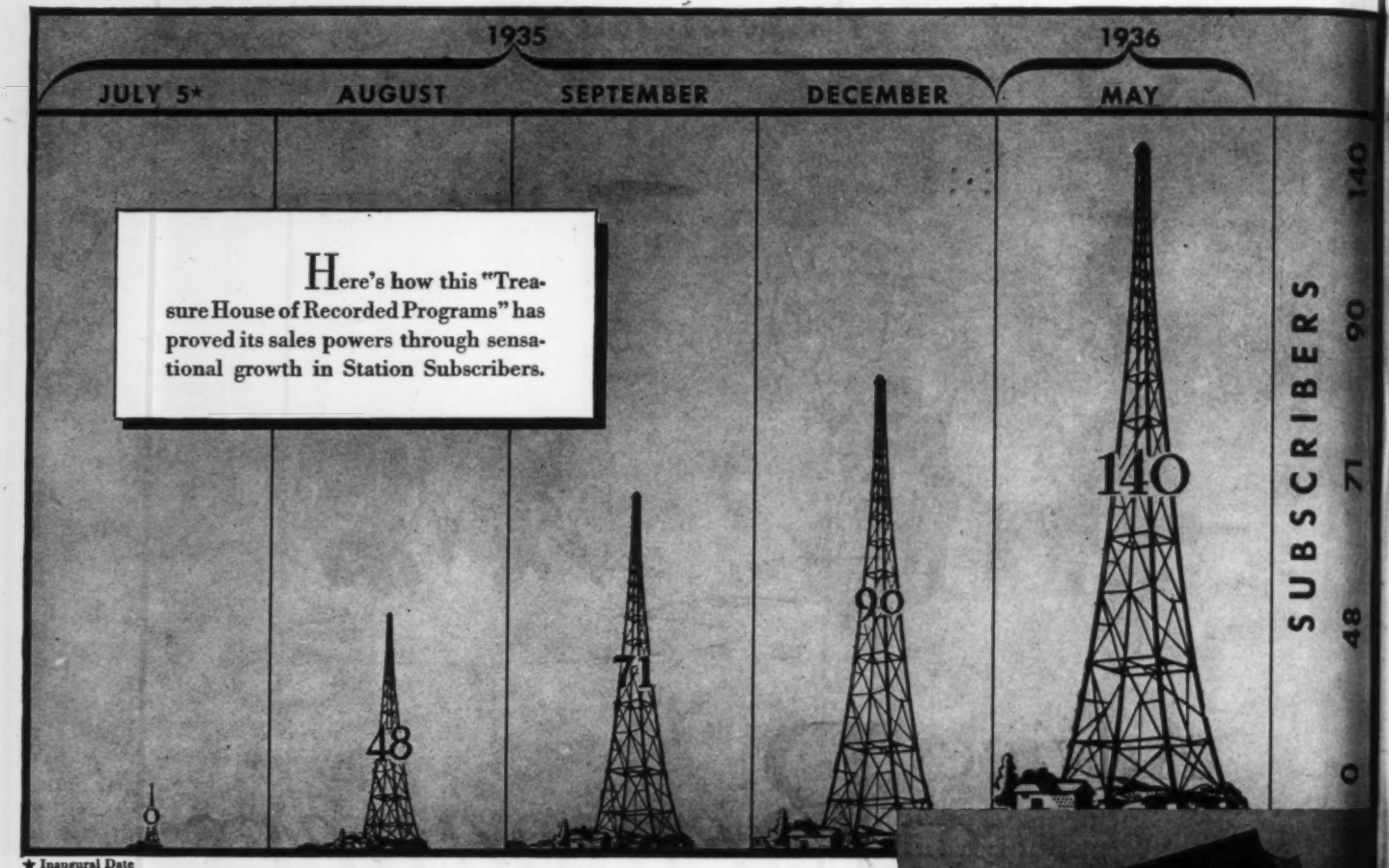
Advice to *Bemoaners*

Summer, we learn from sundry sources, heralds the advent of the "Great Weep" and volplaning of station-time-bought. Here at WOR, radio advertising has demonstrated an uncanny resistance to such ideas . . . And subtly refutes them with the success it has achieved in exercising a relaxing influence on the drawstrings of the summer purse. One WOR advertiser, for example, walked off with a 40% increase in sales as the result of a concentrated July-August campaign. Another sold ten cars, ranging in price from $1,700 to $897 during one week in July. If one reason were to be offered for WOR's success as a summer-seller, it would be its relentlessly faithful coverage of the Atlantic Seaboard's top vacation resorts. Apparently a station that spreads a 19-hour-a-day quota of consistent high-fidelity sound over more than 25,000 miles of motor highways from Maine to Delaware, and is faithfully followed by millions of loyal vacationists (as well as thousands of others who come here from all over the country) is a powerful summer selling force.

WOR

These Records Have Sales Records!

140 New Station Subscribers in 11 Months—and "NBC Thesaurus" Clients are *Still Growing*



★ Inaugural Date

The Reasons Behind the Records

- NBC THESAURUS PROGRAMS are programs of first-rate talent—real "Name" talent at low cost to advertisers.
- Seventeen and one-quarter hours per week of sparkling continuity.
- New and varied radio material every month (over 1000 selections to date).
- A range of "Extras" now available in the NBC THESAURUS — Sound effects, "Bridge Music", special holiday programs.
- And an effective plus—hard-hitting sales promotion helps.

For full information write

NATIONAL BROADCASTING COMPANY, INC.

A RADIO CORPORATION OF AMERICA SERVICE

Electrical Transcription Service

30 ROCKEFELLER PLAZA, NEW YORK MERCHANDISE MART, CHICAGO

Question:

What station in your opinion broadcasts the best all-around programs? In other words, which is your favorite Detroit station?

Answer:

39% favored WWJ

Detroit's HOME
radio station

New studio for WWJ now being completed. It will be open to the public in August and will house the finest broadcasting facilities available in America.

25% favored the next station, 18% the next, followed by 9% for the fourth station, 7% for the fifth station and 1% for the sixth. WWJ also ranked first in baseball reporting and news comments, receiving 89% of the baseball votes and 36.1% of the news comments votes.

From an independent survey consisting of 5,000 interviews in April, 1936

National Representatives

JOHN BLAIR & COMPANY

New York, Chicago, San Francisco

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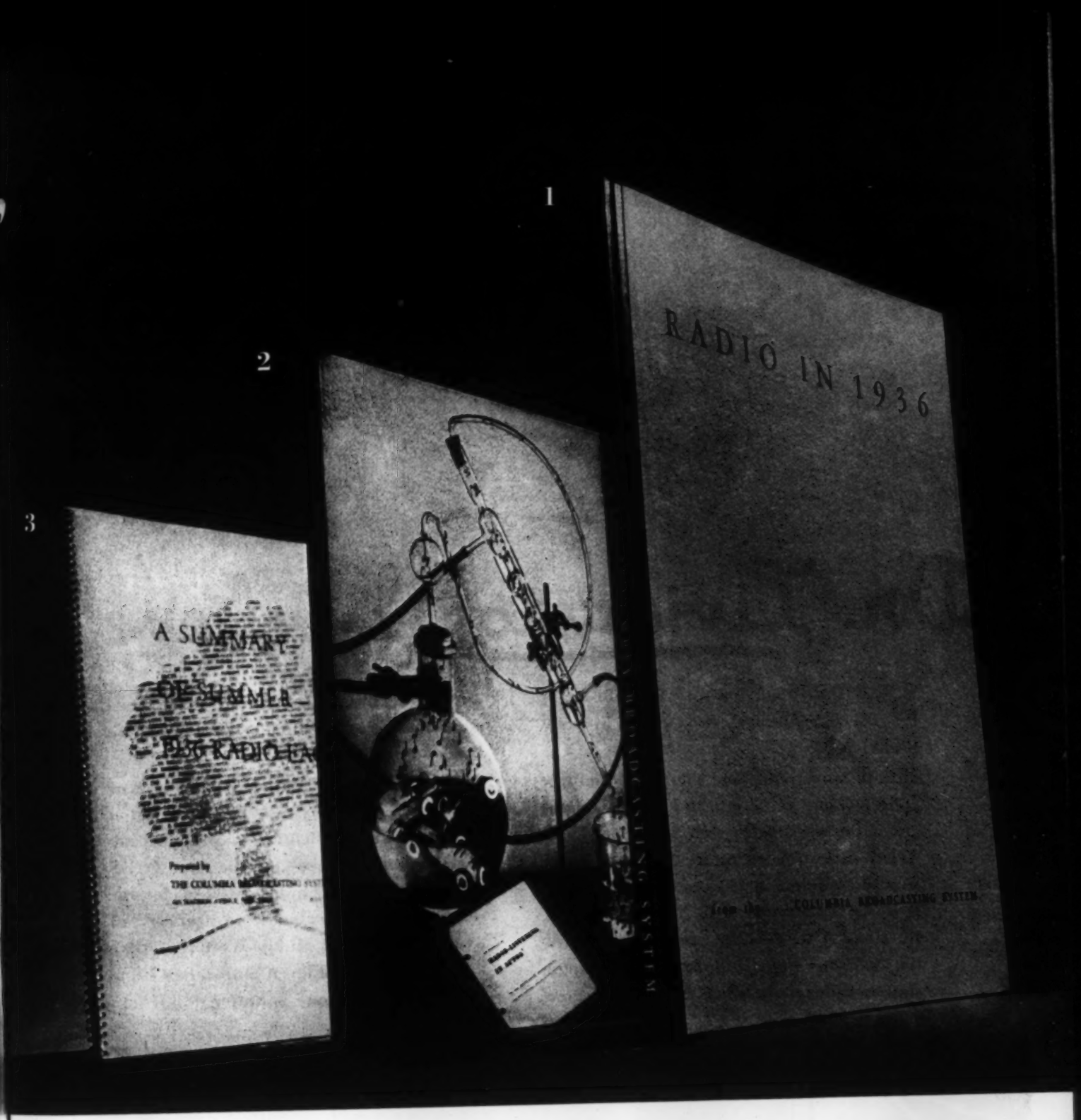
"NOT FOR SALE"

But they're yours for the asking – these three "Best Non-Fiction" books of radio. Here are answers, from CBS, to the questions about radio you've been asking . . . as told by the radio audience itself to hundreds of special investigators in many thousands of direct personal interviews.

1 22,869,000 (and more) families in the United States now own radios. *Where do they live? How much do they spend? How much do they listen?* See "RADIO IN 1936." It's an almanac of circulation facts and figures, more detailed than any other advertising medium has yet offered about itself. Prescribed reading for every executive who uses, or intends using, radio. It's a specific measure of what goes on at the receiving end of America's greatest system of mass communication: radio broadcasting.

2 We looked into thousands of automobiles before "RADIO LISTENING IN AUTOMOBILES" first took shape in work-sheets and rough copy. With over 3,000,000 auto-radios now on the road, the CBS Research Department took on yeoman's work when it went after the consequential facts. But it got them! The automobile radio, today, is broadcasting's biggest bonus. And no charge for the facts about it.

3 *"For 5 specific reasons 1936 will deliver the largest Summer radio audience in the history of advertising—larger by far than the Winter audiences of 1931, 1932, 1933 and 1934."* That's but the first page of "A SUMMARY OF SUMMER-1936 RADIO FACTS." The next fifteen give the why and wherefores. Simple and specific facts, succinctly reported. A 'story' you won't want to miss—if only to set you straight about the Summer of 1937!



COLUMBIA BROADCASTING SYSTEM

485 Madison Avenue • New York

XUM

"Dr. Livingston, I believe?"

SING Halleluiah, ye sons of California, for lo!—John Livingston is in your midst!

Mild in appearance and modest by nature, John is a guy you ought to know. A graduate of the wartime French Army and U. S. Aviation, he served under Hoover's Food Administration in Austria — then sold Baldwin Locomotives to the Turks and Russians. After that, he had five years with the *Saturday Evening Post*. Then a tough course in our main office. Then he became our Chicago sales-promotion manager—and now he's one of the keenest minds (*we* think) in radio!

In taking over his duties as manager of our West Coast activities, John Livingston brings you a wealth of very practical advertising experience—and the same F & S ideals which have apparently made our services rather invaluable to agencies all over the East and Middle-West . . . Give him a ring at One-Eleven Sutter, San Francisco. The telephone is Sutter 4353.

FREE & SLEININGER, INC.

Radio Station Representatives

JAMES L. FREE, *Pres.-Treas.* H. PRESTON PETERS, *V. P.-Sec.*

NEW YORK CHICAGO DETROIT SAN FRANCISCO LOS ANGELES

WHO . . . (NBC) . . Des Moines	WAVE . (NBC) . . . Louisville	KSD . . (NBC) . . St. Louis
WGR-WKBW (CBS) . . . Buffalo	WTCN . . . Minneapolis-St. Paul	KFWB . . . . . Los Angeles
WHK . . . (CBS) . . Cleveland	KOIL . (NBC) . . . . Omaha	KOIN-KALE (CBS) . . . Portland
KMBC . . (CBS) . Kansas City		KOL . . (CBS) . . . Seattle

BROADCASTING
and
Broadcast Advertising

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FCC Paves Way for New Broadcast Services

By SOL TAISHOFF

Anticipating Television and "Apex" Arrival, New Rules Are Promulgated Covering Ultra-high Reallocations

MARKING first official recognition of impending new services in the broadcast field, the FCC Broadcast Division on May 21 adopted new rules and regulations governing all types of broadcast operations and experimentations save those in the conventional broadcast band.

Following the action of the full FCC at its meeting on May 13 when frequencies in the ultra-high range were reallocated for particular services, the Broadcast Division laid down broad rules in which it set forth statements of policy respecting such operations as television, facsimile, high-frequency or apex broadcasting, international broadcasting on short waves, broadcast pickup stations (now called relay) and other experimental services.

Recognition is given to commercial uses of certain of these services, and of still greater interest, rules are set down whereby commercial credits may be given in television and facsimile broadcasts, but all with the rigid requirement that stations may not sell time for these services. The way is paved, however, for eventual lifting of the non-profit restriction, once these services are recognized as having passed the purely experimental stage.

Stations Affected

BROAD new principles are invoked all down the line. As at present constituted, the new rules affect some 277 licensed stations, charting definite methods of operation for each. Affected by these new specific regulations are 21 visual broadcasting stations, which include both experimental television and facsimile; 56 broadcast pick-up stations; 12 relay or international broadcast stations; 17 special experimental and 167 general experimental stations. However, there are pending 40 applications for new high-frequency or "apex" broadcast stations, or those designed to cover, experimentally, purely local areas. Additional frequencies are set aside for this type of service, destined ultimately to become of substantial importance in the aural broadcast field. A power maximum of 1,000 watts is set for these services except for so-called frequency modulation service, where higher power will be authorized experimentally.

Lifting of the six-month license rule, as applied to all services other than regular broadcast, and their extension to a year, also is significantly provided. Whether the FCC intends to follow this with authorizations for one-year licenses or longer in regular broadcast licenses, was not indicated, but the idea is known to be gaining favor. Broadcasters long have battled for three-year licenses, as allowed in the law.

The four stations operating in the 1,500-1,600 kc. band, heretofore called experimental broadcast stations and labeled "special broadcast" stations in the new regulations, are made subject to all of the requirements covering stations in the regular broadcast band, plus certain special provisions requiring continued programs of research. Thus they are removed entirely from the test probationary category and made regular stations.

Everything in the new rules appears to be aimed toward definite allocations for future broadcast services in the ultra-high frequencies. Heretofore, in most cases, the assignments have been rather haphazard, due to their definite experimental nature.

In addition to the new rules governing all broadcast operations other than in the 550-1,500 kc. band, the Broadcast Division adopted a new rule (No. 177) governing rebroadcasts. This rule specifies that a regular broadcast station may, without authority of the FCC, rebroadcast a program of another station upon notice to the FCC and upon express authority of the licensee of the station originating the program. Heretofore no notice was required to the FCC. Further, the rule specifies that no other class of broadcast station shall rebroadcast the program of any station without written authority from the FCC. An entirely new provision is that no licensee of any class of broadcast station shall rebroadcast the program of any foreign radio station without written FCC authority. Other requirements on rebroadcasts are set forth in the text of the rule published herewith.

Research Required

IN PRACTICALLY all cases the FCC specifies that an "active program of research" must be undertaken to qualify for licenses. The new rules come at a time when the FCC is preparing for the general high-frequency hearing scheduled to begin June 15. Thus, with definite allocations for these experimental broadcast services made in the new rules, a somewhat different complexion is placed upon the forthcoming hearings.

To make certain that the new engineering requirements will be thoroughly understood, an informal engineering conference has been scheduled by the FCC Engineering Department for June 8 in Washington. All licensees affected are invited. Particular emphasis is laid upon television experimenters, since new allocations will be made on the ultra-high frequencies in accordance with the drastically modified rules. Moreover, the 11 experimental television stations on the lower frequencies (2,000 to 2,100 and 2,750 to 2,850 kc.) must vacate those assignments, which are set aside for inter-city police services after July 1, and find places in the broadened ultra-high range.

The Broadcast Division acted on the new rules promptly after the full FCC had made the realignments and revisions possible by adopting on May 13 rule 229 under which frequency allocations in the ultra-highs were made. Under the former Radio Commission, all operations other than regular broadcast were delegated to the Telegraph Section of the Engineering Division. Under the FCC, however, these have been delegated to the Broadcast Section of the Engineering Division, and Andrew D. Ring, assistant chief engineer in charge of broadcasting, was assigned the initial task of revising proposed rules and regulations.

The new rules are in two parts, and all are designed to become effective July 1. Grace periods, however, will be allowed wherever necessary, to conform with the more technical equipment installation requirements. The first part of the rules are general, and the

(Continued on page 64)

TEXT OF REVISED FCC RULES

FOLLOWING are the new rules and regulations governing all broadcast stations except those in the regular broadcast band, adopted by the FCC Broadcast Division May 21:

General Rules

980. THE operating frequency of the broadcast stations as listed in Table I shall be maintained within plus or minus the percentage of the assigned frequency as given in Table I.

TABLE I.

	Tolerance
Relay Broadcast	
(a) 1622 to 2830 kc	0.04%
(b) 31,100 to 40,600	0.05%
International Broadcast	0.01%
Visual Broadcast	
(a) Television	0.05%
(b) Facsimile	*0.05%
High Frequency Broadcast	0.01%
Experimental Broadcast	*0.05%

* Or less as required

981. (a) The licensee of each broadcast station listed in Rule 980 except relay broadcast stations, shall operate at the transmitter a frequency monitor independent of the frequency control of the transmitter.

(b) The frequency monitor shall be designed and constructed in accordance with good engineering practice and shall have an accuracy sufficient to determine that the operating frequency is within the allowed tolerance.

(c) The licensee of each relay broadcast station shall provide the necessary means for determining that the frequency of the station is within the allowed tolerance.

(d) The frequency of all stations listed in Rule 980 shall be checked at each time of beginning operation and as often thereafter as necessary to maintain the frequency within the allowed tolerance.

982. (a) Licenses for the following classes of broadcast stations will be normally issued for a period of one year expiring as follows:

	Date of Expiration
Relay Broadcast	
(a) 1622 to 2830 kc	Oct. 1
(b) 31,100 to 40,600 kc	Nov. 1
International Broadcast	Dec. 1
Visual Broadcast	
(a) Television	Feb. 1
(b) Facsimile	March 1
High Frequency Broadcast	April 1
Experimental Broadcast	May 1

(b) Each licensee shall submit the application for renewal of license at least 60 days prior to the expiration date (Rule 103.15).

(c) A supplemental report shall be submitted with each application for renewal of license of a station operating on frequencies allocated on an experimental basis in accordance with the regulations governing each class of station.

983. (a) No frequency allocated on an experimental basis to broadcast stations listed in Rule 980 will be assigned exclusively to any licensee. In case interference will be caused by simultaneous operation, licensees shall endeavor to arrange satisfactory time division. If such agreement cannot be reached, the Commission will determine and specify the time division.

(b) The Commission may from time to time require the licensee of a station assigned frequencies on an experimental basis to conduct experiments that are deemed desirable and reasonable for the development of the service.

(c) The program of research and experimentation as offered by an applicant

(Continued on page 48)

Judge Sykes to Address NAB; Increase in Dues Is Proposed

Glenn Snyder, of WLS, Is Head of Chicago Group To Make Local Arrangements for July Convention

Judge Sykes

JUDGE E. O. SYKES, chairman of the FCC Broadcast Division, will be the principal speaker at the 14th Annual Convention of the NAB in Chicago July 5-8. Otherwise, under present plans, the convention agenda will be almost entirely devoid of set speeches by other than NAB officers, with the slate cleared largely for floor discussion on such matters as copyright and future expansion of the industry.

At the invitation of James W. Baldwin, NAB managing director, Judge Sykes is to address the convention on July 6 at the opening business session. His subject will relate to Federal regulation of broadcasting. Several years ago, while chairman of the Radio Commission, Judge Sykes addressed an NAB convention. Last year the principal speaker was FCC Chairman Anning S. Prall.

Meanwhile Mr. Baldwin is drawing up the convention agenda with the all-consuming issue that of copyright and his project for setting up of a bureau of copyrights within the NAB as approved by the NAB board in April. Internal strife within the industry over copyright, which has thrust forward the threat of network withdrawal from the NAB and contributed toward the formation of Associated Independent Radio Stations Inc., is certain to consume much of the time. For that reason Mr. Baldwin plans to leave the program as open as possible.

May Increase Dues

ASIDE from the usual crop of industry problems, plus the expected controversy over copyright, the membership will be confronted with another proposal for increasing the NAB budget. This contemplates a 50% increase in dues of all members. For the last two years the dues of full time stations have been the highest quarter-hour rate with dues of part-time stations proportionally lower. This was based on a budget of $60,000 annually. However, the system is yielding approximately $70,000 yearly from 389 members.

Unusually heavy expenses, occasioned by a half-dozen board meetings as well as sessions toward the end of last year in connection with ASCAP and Warner Bros. contracts, have necessitated two extra assessments this year. An extra assessment is one quarter's dues.

The board at its April meeting approved a recommendation by Mr. Baldwin for the 50% increase in dues and authorized him to bring it before the Chicago convention. Membership action is required for changes in dues. With the current membership, this extra assessment, if approved, would increase NAB income to more than $100,000 per year.

A diminution in membership is feared in some quarters from such an increased scale of dues. For example, it was brought out that groups owning or controlling more than one station may be inclined to remain in the trade association with only a portion of their stations as a means of conserving payments. The networks, for example, have most of their stations in NAB membership, and pay dues for each, contributing about 20% of NAB income. Moreover it is known that several of the stations which have joined AIRS have held in abeyance payment of dues to the NAB until they ascertain developments at the NAB convention, at which time AIRS also will meet.

A local convention committee, comprising heads of stations in Chicago who are NAB members, has been named by Mr. Baldwin. Glenn Snyder, manager of WLS, has been named temporary chairman to call a meeting of the Chicago group at which a permanent chairman is to be named. The usual entertainment activities have been intrusted to this committee, together with the Golf Tournament to be held July 5 for the annual BROADCASTING Magazine Trophy.

Members of the local committee, in addition to Mr. Snyder, are Niles Trammell, NBC vice president; W. E. Hutchinson, WAAF; H. Leslie Atlass, WBBM; Clinton R. White, WCRW; Gene T. Dyer, WGES; Quin A. Ryan, WGN; H. C. Crowell, WMBI; Ralph L. Atlass, WJJD, and F. A. Senford, WSBC.

Independent Association To Hold First Meeting During NAB Convention

WHERE Independent Associated Radio Stations, most talked about group in industry circles, will go since its incorporation as a trade group, will be determined in Chicago during the NAB convention July 5-8, at which time the new group will have its first meeting.

Ohio incorporation papers for AIRS have been executed. While present plans concentrate on the copyright problem, with Sol A. Rosenblatt, New York attorney, as legal advisor, the organization is empowered under its charter to engage in broad trade association activities. Decision to incorporate was reached at a meeting held May 1 in Cincinnati, presided over by Powel Crosley, president of WLW, and prime mover of the venture.

Applications for membership in AIRS, it is reported, have been received by the score, and it is expected that when the Chicago meeting is held some 150 prospective members will be on hand. Under the incorporated structure Mr. Crosley will remain as chairman, with the six members of the executive committee becoming trustees. A regular corporate organization with elective officers may be decided upon at Chicago.

In addition to Mr. Crosley, the trustees include John Shepard 3d, Yankee Network; Edwin Craig, WSM, Nashville; James C. Hanrahan, Continental Radio Co. (Scripps-Howard); Walter J. Damm, WTMJ, Milwaukee; Edward A. Allen, WLVA, Lynchburg, Va.. and John L. Clark, WLW-WSAI, who also serves as secretary.

WJJD, Chicago, was added May 25 to the Affiliated Broadcasting Co. network, to be the Chicago outlet.

Paul F. Peter Is Appointed as Secretary Of Tripartite Bureau for Audience Audit

SELECTION of Paul F. Peter, chief statistician of RCA and formerly in the same capacity with NBC, as secretary of the Joint Committee on Radio Research, was announced May 26 as the first tangible step toward creation of a radio research bureau. The Joint Committee is equally representative of the American Association of Advertising Agencies, National Association of Broadcasters and Association of National Advertisers.

In naming Mr. Peter for a six-month period, the committee of 15 executives in radio advertising also considered several plans for creation of a radio audit agency which would parallel for broadcast advertising the work done by the Audit Bureau of Circulations in the publications field. No action was taken on this, however, and it was decided that Mr. Peter, as the first paid employe, should continue certain "exploratory" moves in connection with coverage and listener surveys upon which recommendations would be based for setting up of a regular bureau.

Mr. Peter had been recommended for the post by a committee of five designated to select a man. The full committee confirmed the appointment. Funds were appropriated from the present $30,000 fund of the Joint Committee to allow him to carry on the work. Of this $30,000, two-thirds was donated by NBC and the remaining $10,000 pledged by CBS. It is understood that additional funds may be forthcoming, possible from the NAB and from Mutual Broadcasting System.

Assembling Data

SELECTION of Mr. Peter came after several other individuals prominent in radio research and in advertising surveys had been considered. Whether the appointment will be permanent apparently depends upon future developments. Mr. Peter, it is understood, will resign his post with RCA, where he has been employed since leaving NBC last year.

The Committee in April announced an estimate of the total number of radio families as of Jan. 1, 1936 at 22,869,000 radio homes. This was the first task handled by it since its creation nearly a year ago. Figures for individual states were held in abeyance awaiting compilation of figures by counties. It is understood this information will not be available for at least another fortnight. A technical subcommittee of six, which at the May 26 meeting was augmented by two, has been assigned this task of working out "radio census" estimates.

The subcommittee now comprises L. H. D. Weld, McCann-Erickson Inc., chairman; Herman S. Hettinger, NAB research consultant; Arthur W. Lehman, ANA; D. E. Robinson, Federal Adv. Agency, New York; John W. Karol, CBS, and Hugh M. Bevel, Jr., NBC, who replaces Mr. Peter in representing that network. The new members are D. P. Smelser, Procter & Gamble Co., Cincinnati, and George Gallup, Young & Rubicam Inc., New York.

The Committee of five named to select the secretary, which brought up the name of Mr. Peter, comprised Paul A. West, ANA president; Federic C. Gamble, executive secretary, AAAA; Hugh E. Boice, CBS sales vice president; Roy C. Witmer, NBC sales vice president, and James W. Baldwin, NAB managing director.

Beyond the announcement of the selection of the new secretary, the Joint Committee said nothing. Presumably, after Mr. Peter gathers some basic information, another meeting of the full committee will be called. Since last April, when the first census figures were announced, the committee has been going full speed ahead toward the goal of creating an independent radio research bureau, with all elements in agreement on its desirability. John Benson, president of the AAAA, is chairman of the Joint Committee, which has five members representing each of the three trade associations.

NBC May Revamp Operated Stations

POSSIBLE reorganization of the present owned-and-operated station segment of NBC, which embraces 14 stations throughout the country, is being considered by President Lenox R. Lohr. Major Lohr has visited practically all of the stations since assuming the NBC helm last December and preliminary plans are understood to be before him. William S. Hedges, former president of WMAQ, Chicago, and past president of the NAB, is the manager of operated stations and has been instrumental in increasing their business and popularity during the last three years.

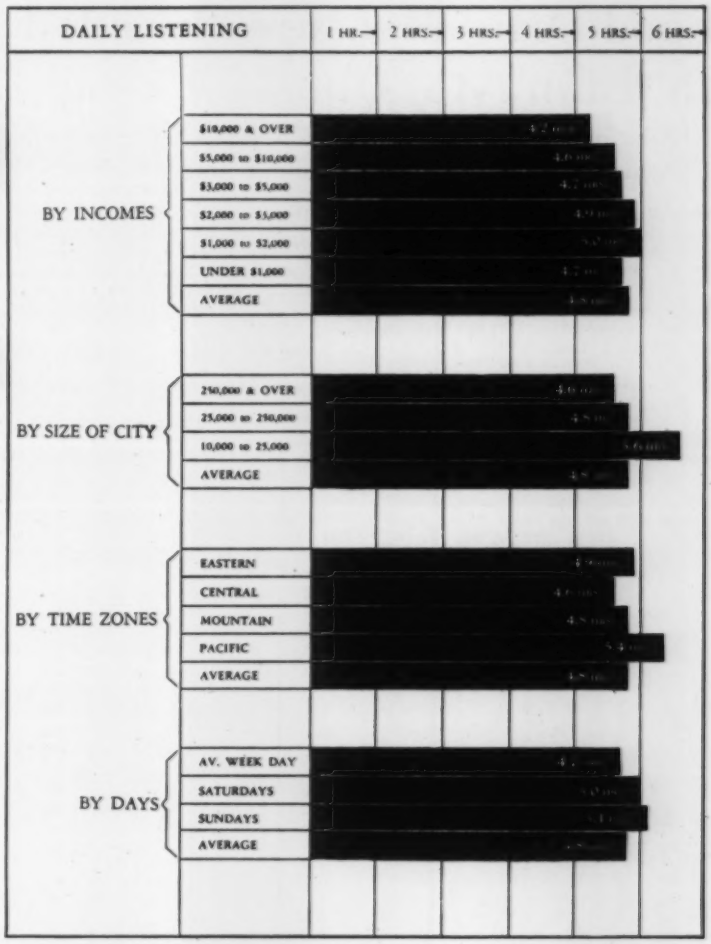
Don A. Gilman, NBC vice president in charge of Pacific Coast activities was in New York during the week ended May 23 and is understood to have discussed the plan with President Lohr. The owned and operated stations are WEAF, WJZ, WBZ, WBZA, WGY, WTAM, WRC, WMAL, WMAQ, WENR, KDKA, KOA, KGO, KPO.

American Express Spots

AMERICAN EXPRESS Co., New York (travellers checks) is using one-minute live announcements, six times a week, on WTAM, Cleveland, WENR, Chicago and KYW, Philadelphia. The campaign will run for 16 weeks. Caples Co., New York, placed the account.

AGE AND SEX OF THE RADIO AUDIENCE
(In cities of 10,000 population and over)

	MORNING		AFTERNOON		EVENING	
	WINTER	SUMMER	WINTER	SUMMER	WINTER	SUMMER
MALE	37.5%	38.1%	36.0%	39.2%	46.9%	50.0%
over 18 yrs.	25.0%	30.9%	24.0%	30.0%	34.4%	43.0%
under 18 yrs.	12.5%	7.2%	12.0%	9.2%	12.5%	7.0%
	MORNING		AFTERNOON		EVENING	
	WINTER	SUMMER	WINTER	SUMMER	WINTER	SUMMER
FEMALE	62.5%	61.9%	64.0%	60.8%	53.1%	50.0%
over 18 yrs.	50.0%	54.4%	48.0%	51.5%	43.7%	44.3%
under 18 yrs.	12.5%	7.5%	16.0%	9.3%	9.4%	5.7%
TOTAL	100%	100%	100%	100%	100%	100%



THEY DO LISTEN, AND HOW — Two charts from new CBS study "Radio in 1936", showing the makeup of the radio audience in terms of the men and women, the adults and children, who listen regularly winter and summer, and the average daily listening habits of radio set owners according to income groups, size of city, time zone and days.

Vast Increase in Public Radio Listening Shown in CBS Study of Set Ownership

PRELIMINARY to the issuance by the Joint Committee on Radio Research of state-by-state and county-by-county breakdowns of its recently announced radio census of the United States (which showed a total of 22,869,000 "radio homes" in the country), CBS on May 27 published a new study of ownership, income levels and listening habits titled *Radio in 1936* which discloses the enormously increased interest in broadcasting among all classes of people.

The study is in the nature of a continuation of the monthly CBS-Starch study of 1934 which was accepted as the basis of the figures on radio ownership soon to be released by the Joint Committee. It was compiled after 6,000 personal interviews had been made four times a year—a total of 24,000 interviews — among all income groups and all geographical divisions in cities of 10,000 population or over. Among its findings:

An average of 92.6% of all families in cities of 10,000 or more now own one or more radios, the income classifications being as follows: 99.4% own radios who have incomes of $10,000 or more; 98.4%, incomes of $5,000 to $10,000; 97.3%, incomes of $3,000 to $5,000; 94.4%, incomes of $2,000 to $3,000; 89.6%, incomes of $1,000 to $2,000; 74%, incomes of $1,000 and under.

In cities over 250,000, 93.8% of the families own radios; 25,000 to 250,000, 91.1%; 10,000 to 25,000, 92.4%—and the Starch-1934 report showed at least 80% of the U. S. farm-wealth covered by radio.

In Working Order

SINCE it is recognized that people who own automobiles and telephones are the prime markets for all nationally advertised goods, it is significant that 97.3% of all automobile homes own radios, 75.5% of all radio homes own automobiles and 95.6% of all telephone homes own radios. As reported in the May 15 BROADCASTING, the total ownership of auto radios alone (not included in the radio homes count) runs over 3,000,000.

The survey found that 96.1% of all radios were in working order, more than 15,000,000 of them being less than five years old and more than 7,000,000 purchased within the last two years. In 1935 alone $99,000,000 was spent for radio tubes and parts. The average use of each radio is 4.8 hours daily, with 77.3% in use some time daily, 67.1% in use after 6 p. m. and 58.5% in use some time before 6 p. m.

By Income Levels

NO GREAT differences are found in daily listening habits by income levels, the variation being only 2.2% between any income class. However, as expected, it was found that people in small towns listen more than people in big towns, though even in the largest cities more than three out of four families listen every day. In the medium to large town classes, i.e., 25,000 and over, 76.3% use their radios every day; in towns from 10,000 to 25,000 population, 81.6% listen daily.

A decided upturn through the years in the hours of daily listening is disclosed, explained undoubtedly by the higher quality of programs. From an average of 4 hours of daily listening in 1931, the scale moved upwards to 4.8 hours in 1935, which correlated with the increase in radio ownership, answers definitely the argument that "the novelty of radio wears off." More than that, the trend toward multiple ownership of sets moved up through the last six years until 54.5% of the families with incomes over $10,000 were found with two or more radios; 35.3% of families with incomes of $5,000 to $10,000; 21.4% of families with incomes of $3,000 to $5,000; 10.1% of families with incomes from $2,000 to $3,000; 5% of families with incomes from $1,000 to $2,000, and 2.2% of families with incomes under $1,000 —an average of 15.5% of all families thus shown to own two or more radios.

BUTLER HAS OPTION ON KOY, PHOENIX

AN OPTION for the purchase of KOY, Phoenix, Ariz., from the Neilson Radio & Sporting Goods Co., has been acquired by Burridge D. Butler, president of WLS, Chicago, and of the *Prairie Farmer* and associated farm publications. The station operates on 1390 kc., with 1,000 watts local sunset and 500 watts night.

Mr. Butler resides on a ranch near Phoenix six months each year. It is understood he is desirous of acquiring the station as an independent venture to be devoted to the civic interests of Phoenix. One of the pioneer figures in radio, Mr. Butler is the former publisher of several Midwestern newspapers and is widely known in newspaper and radio circles.

KOY has been on the air for a dozen years as a non-network outlet. It is operated in conjunction with the Neilsen sporting goods store, of which Earl A. Neilson is president. The station, however, is owned jointly by Mr. Neilsen and certain other associates.

GEORGE SCHMIDT, of the sales staff of WOR, Newark, will be a passenger on the Zeppelin *Hindenburg* July 3.

Salt Lake City Druggists Sponsor KDYL Program

A WEEKLY half-hour broadcast on KDYL to promote neighborhood druggist service has been started by Associated Independent Druggists of Salt Lake City, comprising some 35 local stores. The plan for sponsorship of a program was conceived by L. A. Loeb, of KDYL, and presented to a group of druggists at a luncheon.

The program mentions no individual stores but calls attention "to the wisdom of purchasing from the druggist whom you know, in whom you have confidence, and who will service you better." Each participating store is given window and display cards bearing the group's symbol and promoting the program. Already plans are being formulated to sponsor a second half-hour program.

Communists Buy Period Just Before Socialists

WGAR, Cleveland, is the first station to sell time to the Communist Party, which bought the 9-9:30 p. m. period May 25 immediately preceding the scheduled Socialist convention program which was carried by NBC and CBS. WGAR also carried Socialist convention programs.

The Cleveland Communist organization paid in advance for the time which was used for an address by Earl Browder, secretary of the National Communist Party, who was refused time by some stations after his recent CBS talk.

Food-Drug Measure Speeded In Effort to Obtain Passage

Administration Word Brings Renewed Chance in Race Against Time; Important Changes in Provisions

SPURRED by administration support, the drastically revised Copeland Bill (S-5), to amend existing law by placing greater restrictions on the sale and advertising of food, drugs and cosmetics, is being rushed toward the House floor in the hope of beating the adjournment of Congress, expected during the week of June 8.

Rewritten almost entirely by the House, the bill would transfer control of advertising from the Department of Agriculture, as written in the Senate Bill, to the Federal Trade Commission. House Committee action came after word went out from the White House indicating administration anxiety to get a bill through at this session.

A special rule to bring the bill before the House during the week of June 8 is being sought. As BROADCASTING went to press it was confidently expected by Rep. Chapman (D-Ky.), chairman of the subcommittee which rewrote the bill, that the rule would be procured and the bill enacted. However, because of the wide divergence between the House measure and the bill as it passed the Senate on May 13 last year, time will be consumed in conferences between the two houses to compose differences. Legislative experts said that at best it will be a race against adjournment.

Effect on Radio

AS PASSED by the House, there is no substantial objection from the broadcasting industry to terms of the bill. The industry preferred Federal Trade Commission rather than Agriculture Department jurisdiction over advertising, although it interposed no objection when the latter was considered at the last session. The advertising provisions in the House bill have been toned down perceptibly, and other provisions largely are unobjectionable to advertising media generally.

The legislation is of vast importance to the broadcasting industry, since some 30% of the gross time sales are traceable to food, drugs and cosmetics advertising, meaning roughly about $25,000,000 annually.

Meanwhile, the Trade Commission is still pressing for enactment of the so-called Wheeler-Rayburn bill, to broaden the Federal Trade Commission Act by authorizing it to proceed against unfair or deceptive acts and practices, including advertising, without the requirement of proving unfair competition. Having already passed the Senate, the bill is before the House Interstate and Foreign Commerce Committee. Hearings were begun on it May 27 with testimony by Trade Commission spokesmen, including Commissioner Ewin L. Davis. He contended it would help the FTC in its work but opponents of the measure, including newspaper trade groups, feel it would mean more fishing expeditions into private business.

The Wheeler-Rayburn bill, unlike the Copeland bill, is given very little chance of enactment at this session even though it passed the Senate last month with little opposition. Admittedly, it would greatly enhance the FTC authority over advertising by allowing it to initiate actions without proving competition to the extent that unrestrained action of this kind might constitute serious interference with advertising media generally.

The House Committee reported out the revised Copeland bill on May 20 but did not make public the committee print until May 23. This constituted the seventh time the bill has been rewritten during the last two years—the first half-dozen alterations having been made in the Senate. The bill is so far different from the original "Tugwell bill" as to be unrecognizable, except for its title.

A new definition is given the term "advertisement" in the House revision. It reads:

The term "advertisement" includes all representations of fact or opinion disseminated to the public in any manner or by any means, other than by labeling, for the purpose of inducing, directly or indirectly the purchase of food, drugs, devices or cosmetics.

The Senate version said that the term includes all representations of fact and opinion disseminated to the public in any manner or by any means other than labeling.

Whereas the Senate bill would have vested all control over advertising in the Secretary of Agriculture, which really meant the Food & Drug Administration, the House bill would divide this authority by placing advertising control under the Trade Commission, leaving most other functions to the Secretary of Agriculture. In the Senate Bill, to appease the complaints of manufacturers and media, there were provisions for setting up of advisory boards to consult with the Secretary in handling such matters as advertising control and in specifying other standards. These are dropped entirely in the House measure.

False Advertising

THE definition of false advertising in the House version is substantially the same as that of the Senate, except for changes in verbiage. The House definition reads:

(a) An advertisement of a food, drug, device, or cosmetic shall be deemed to be false if it is false or misleading in any particular regarding such food, drug, device, or cosmetic. Any representation concerning any effect of a drug or device shall be deemed to be false under this paragraph if such representation is not supported by scientific facts or substantial and reliable medical or scientific opinion.

(b) The advertisement of a drug or device representing it to have any therapeutic effect in the treatment of Bright's disease, cancer, tuberculosis, poliomyelitis (infantile paralysis), venereal diseases, heart or vascular diseases shall be deemed to be false: Provided, That the Secretary shall establish exemptions from the pro-

(*Continued on page 58*)

Krug Promotion

GEORGE A. KRUG BAKING Co., Jamaica, Long Island, (house-to-house delivery) raised its high-priced *Skipper Jim* cookies to best-seller rating as a result of promotion on its six-weekly quarter-hour series on WMCA, New York. A million-and-a-half numbered coupons were distributed on Krug routes to enlarge the juvenile audience for the Skipper Jim program. Each serial number was used on 100 coupons, and an average of 40 responses have been received each night after announcements of awards of roller skates to a selected serial number.

CBS To Construct Building in Gotham

AS THE crux of its expansion program, CBS will erect its own new building and studios in New York on a 29,000 square foot tract having an assessed value of $1,735,000, it was announced May 28. The property is located at the southeast corner of Park Ave. and 59th St., about a half-mile from Radio City.

Details in connection with the building and studios have not yet been divulged by CBS. The network still has a lease covering 10 floors of its present headquarters at 485 Madison Ave. which does not expire until 1939. However, it is known that CBS has been cramped for space and studios, and it is expected that an ultra-modern broadcasting plant will be installed in a skyscraper to be erected on the site.

Announcement of the purchase was made by James D. Landauer, vice president of Douglas L. Elliman & Co., the broker who assembled the property. Contracts were signed May 27 for the new property. The deal from the real estate standpoint was one of the largest in several years in New York. The key property is at present 489 Park Ave., and it is presumed the new building will be designed for its entrance on Park Ave. rather than on 59th St.

M. R. Runyon, CBS treasurer, said definite plans for the building had not been completed, but he added it would house the latest and most modern studios, equipment and offices necessary for the operation of the network.

Allis-Chalmers Discs

ALLIS-CHALMERS MFG. Co., Milwaukee (farm machinery) is placing a series of 13 WBS quarter-hour transcriptions, to be used thrice weekly in June on 17 stations in grain states. Stations are WLS, WHO, WCCO, WDAY, WNAX, WIBW, KFH, KFEQ, KMMJ, KFAB, WIBU, WMBD, WOWO, WBOW, WAIU, WHP, WFBL. Bert S. Gittins Adv. Agency, Milwaukee, placed the account.

ADAM HAT STORES Inc., New York, regular sponsor of prize fights over WMCA, on May 29 sponsored the Lewis-Godwin fight over five Inter-City stations, with Sam Taub and Charlie Vachner at the mikes.

Scott Howe Bowen Back In National Radio Field With New York Network

Mr. Bowen

AFTER a two-year absence from the national radio field, Scott Howe Bowen, former president of Scott Howe Bowen Inc., spot broadcasting firm, on May 25 announced his appointment as consultant for the newly-organized Associated Broadcasters of New York, an alignment of nine stations within the Empire State, created by Burt Squire, manager of WINS, New York.

Although he has been active in the general direction of his station, WIBX, Utica, N. Y., Mr. Bowen has not been in the New York radio field since disbanding Group Broadcasters Inc., about two years ago. This organization succeeded Scott Howe Bowen Inc., pioneer firm in transcription spot broadcasting and in general as distinguished from exclusive station representation.

WINS is now feeding two commercial and six morning sustaining programs to the Associated group. Permanent lines have been installed. Mr. Bowen has not yet established offices in New York. It is understood one of his first functions will be to visit each of the member stations. WIBX, which is a CBS affiliate, also is aligned with the new Associated group.

As a consultant Mr. Bowen will not be on the Associated Broadcasters payroll but will function on a fee basis. The alignment already has two commercials — Hearst magazines and Remington-Rand.

Still More for Luckies

AMERICAN TOBACCO Co., New York, is negotiating for the NBC-Blue 10-11 p. m. period (EDST) on Wednesdays opposite the NBC-Red *Hit Parade* to monopolize the hour on both NBC networks. At present American Tobacco is using the NBC-Red hour and an hour on CBS Saturdays, 10-11 p. m., for its *Hit Parade* programs to promote Lucky Strike cigarettes. Lord & Thomas, New York, handles the Lucky Strike account.

Testing New Product

TO PROMOTE "Husies", a new cereal, General Foods Corp., New York, has started test campaigns in two widely separated markets, using WIRE, Indianapolis, and WOAI, San Antonio. Programs are five 15-minute sportcasts weekly, tests running indefinitely. Benton & Bowles Inc., New York, placed the account.

Petri Cigars to Expand

PETRI CIGAR Co., San Francisco (Natividad 5c cigar), largest manufacturers of cigars in the West, thru Emil Brisacher & Staff, San Francisco, is conducting a Pacific Coast campaign, and along with newspapers is using spot announcements on KYA, that city. The radio campaign will be extended shortly to include other Western stations.

How to Increase Sales 44% in a Week

Golden Crust Bread Adopts Campaign Based on Speed And Gets Startling Results From Its Radio Drive

By SIDNEY GROSS
Sales Manager, Gottfried Baking Co.

FROM stove to stomach in little or no time or maybe a few hours at the most is the way Gottfried Baking Co. is handling its Golden Crust "Late City Edition" bread. Gottfried is merchandising its program in last-minute fashion, through Lord & Thomas, its agency, and uses dealer broadsides and window streamers in its promotion. No more do fragrant loaves loaf around half the night waiting for morning delivery to stores and evening eating. At least, not since Gottfried adopted modern production and advertising methods.

"EXTRA, EXTRA! Hot out of the oven . . . just like this extra is hot off the press. Here y'are, get your Golden Crust 'Late City Edition' Bread."

The raucous cry of the newsboy opened the first broadcast of the Gottfried Baking Co. over WJZ, New York, on March 29, and its most intensive campaign to date. Before the second broadcast the following Sunday, Golden Crust sales had increased 44%. At the end of the first month an increase of 57% was recorded.

When we decided to use radio to promote Golden Crust Bread, we and our agency, Lord & Thomas, wanted a program that would impress listeners with the unusual freshness of the bread. We were gunning for a series which by its very atmosphere would do as much as the commercials themselves to sell that idea to potential customers.

Thrills and Dough

OF THE various ideas considered, only one seemed capable, not only of sure-fire entertainment, but of sustaining the campaign theme, and making it impressive and *believable*. There are few things made and distributed with more speed than the late city edition of a newspaper. So on March 29, from 6:30 to 7 p. m., we launched *City Desk*. Into it, Edith Meiser, author of many radio hits, wrote the excitement behind the scenes of a great city newspaper. The thrills of a reporter's life, the secrets behind closed doors brought into front page news.

Although the Gottfried Baking Co., as New York's largest independent bakers, has been supplying metropolitan homes and restaurants for 45 years, we were greenhorns when it came to radio promotion. We did feel, however, that any campaign worth spending money on at all, was worth backing up 100%, and we made revolutionary changes in our entire system to hook it up with *City Desk*. We planned, and prepared to adopt, a sunrise to sunset routine of baking, delivering and consumption which outmoded in our bakeries the familiar custom of baking during the night and allowing loaves to wait for routine delivery.

Overnight we changed the Golden Crust wrapper, stamping across it a prominent headline, "Special Late City Edition". That wrapper was our guarantee to customers that the loaf had been baked, wrapped and delivered — still hot from the oven — between 11 a. m. and 1 p. m. We found that 75% of our output could be handled this way. The other 25% does not carry the special late city edition headline on the wrapper, nor is it given the same type of advertising. If, for instance, a woman needs a loaf for breakfast, she finds at her grocer's only the plain-wrapped bread, baked late the preceding afternoon.

Before actually putting the series on the air, and getting our new routine into working order, we set out to sell the campaign to grocers. Our drivers (already enthusiastic about the radio campaign after a number of "pep" meetings) were given broadsides for distribution to grocers. These took the form of an imitation tabloid newspaper, employing headlines and fast, newspaper style to explain the details of the program, the talent, and the new oven-to-counter, speed-up plan.

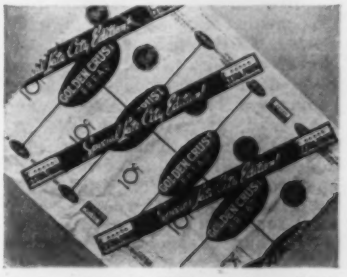
Grocers Interested

"NO MORE afternoon loaves, baked the night before. Your afternoon delivery of Golden Crust bread is just as hour-fresh from the ovens as the *Evening Journal's* Late City Edition. This means that your customers can *know* that their dinner loaf is just as special extra fresh as their evening newspaper!" That type of copy aroused the interest of grocers. We followed it with window streamers announcing the program, and store cards plugging Golden Crust Bread. The company's 200 trucks carried posters similar to those on the sides of newspaper trucks. Spotlight ads went into Sunday newspapers, announcing *City Desk*.

During the initial broadcast, an offer was made of two Golden Crust English muffins, free to each purchaser of a loaf of Golden Crust bread. That offer was good only on the day following the broadcast, and we expected it to have considerable pulling power. The extent of sales increase was much greater than we had anticipated. More gratifying was the fact that on the succeeding days of the week, the increase was sustained without the help of a free offer. The first week of the campaign wound up with a 44% increase; at the end of the first month it totaled 57%, and is still rising.

The program has drawn hundreds of unusual responses. One Park Ave. grocer tripled Golden Crust sales in several days, and similar stories are reported all over the city. An especially interesting angle to the success story was found in the poorer districts of New York. In one section, where practically the entire adult population understand and speak nothing but Italian, Golden Crust bread was actually requested more times than any other brand. The only possible interpretation we can make of that fact is that the English-speaking children persuaded their mothers to try the bread . . . a significant indication that the program is appealing to children and selling them on the "hot from the press — hot from the oven" angle. No definite attempt was made to appeal to children, and no premiums are offered for wrappers, etc.

The company attributes the instant success of the program to a very compact campaign, and to the excellent day and time it goes on the air over WJZ.



RADIO WRAPPER — When Gottfried began swift delivery and adopted radio to announce its new service, it changed its wrapper to conform to its advanced tactics.

STREAMER — Gottfried Baking Co. supplies window decorations like this for its ultra-speedy service.

Listening to Radio Is Third Principal Activity of Child

Boys and Girls Have Similar Radio Likings, Survey Shows

EXCEPT for school and outdoor play, listening to the radio is the principal activity of New York City children between the ages of 10 and 13, who spend an average of more than six hours a week at the loudspeaker, according to a study of reactions of 3,345 children in 20 elementary, primary and parochial schools of the city by Dr. A. L. Eisenberg of Teachers College, Columbia University, made public May 25 by the Columbia University Press.

From 1,454 parents of the children, who were also questioned, Dr. Eisenberg learned that the youngsters would rather listen to the radio than read, play a musical instrument or solve a puzzle. On the other hand, they indicated they liked the movies, comic strips and listening to an orchestra on the stage better than radio.

Boys and girls had similar preferences generally, though the boys said they liked playing baseball better than radio listening while the girls ranked radio first in their affections. Boys liked mystery and adventure; girls were interested more in sentimental programs and sketches of home and family life. The boys spent an average of 6 hours and 16 minutes a week at the radio; the girls averaged 6 hours and 20 minutes.

Learning About Programs

CHILDREN learned about radio programs by the following means: Recommended by a friend, 42%; program sheets, 29%; random dialing, 24%; advertisements, 4%; adult guidance, 1%. Parents generally approved of radio programs, Dr. Eisenberg found, although they blamed radio for interfering often with homework, music lessons, reading and sleep. The parents voiced their approval of 3,100 programs, even urging their children to listen to 1,336 of them and objecting only to 791, largely of the "horror" type.

Young persons, Dr. Eisenberg found, make no distinction between adult and juvenile programs when tuning in, and even showed a preference for evening hours because they would rather spend their daylight hours outdoors. Late afternoons were a second choice, while Saturday and Sunday mornings ranked last. Some of the popular comic programs on the air were characterized as "silly" by the youngsters, those with the higher intelligence ratings indicating that they listened more to narratives, news, and the better music while those of the lower ratings showing a preference for dance music and emotional and sentimental programs.

Nu-Shine Tests Spots

NU-SHINE Co., Reidsville, N. C., has appointed J. Carson Brantley Adv. Agency, Salisbury, N. C., to handle its radio account. A test is now in progress over WBT, Charlotte. Spot announcements are being used exclusively at this time.

CBS West Coast Headquarters To Be Set Up in San Francisco

Vice President to Be Named, Personnel Enlarged; New Studios for San Francisco and Los Angeles

PACIFIC COAST headquarters of CBS will be established in San Francisco by July 1, with an executive in charge to be transferred from either the New York or Chicago office of the network, it was learned May 22. In all likelihood the individual transferred to San Francisco will be elected a vice president, paralleling the NBC status. Don A. Gilman is NBC vice president in charge of coast activities and has his headquarters in San Francisco, where most of the coast advertising accounts and agencies are located.

This move will be made coincident with the contemplated acquisition by CBS of KNX and KSFO, as the respective Los Angeles and San Francisco outlets of the network, replacing the Don Lee stations, KHJ and KFRC, in those markets (see adjacent column).

The identity of the new official has not yet been divulged. It is reported, however, that he is a man of wide radio experience who has been active in sales operations of the network.

To Build New Studios

AS PART of the establishment of West Coast facilities, which follows repeated visits of CBS officials, new studios will be built both in Los Angeles and San Francisco. In Los Angeles there will be two theatre type studios erected adjacent to the present KNX studios, each seating about 300. These will be erected at a cost of approximately $175,000. Options already have been procured on the ground.

In San Francisco between $50,000 and $100,000 will be expended in new studio facilities, to be used in addition to those of KSFO. Besides there will be the executive offices which will include a complete Western headquarters staff.

The plan for San Francisco headquarters contemplates an energetic sales and promotion operation. This is because of the growing importance of that city as a Western market hub, with many national accounts originating there. Radio Sales Inc., CBS sales organization, also will be expanded in that territory.

In Los Angeles there will be established a comprehensive program and production staff to handle transcontinentals originating in that talent center. Los Angeles operations will be directly under the executive in San Francisco.

Other personnel matters have not yet been decided upon by CBS officials. Whether Naylor Rogers, present vice president and general manager of KNX, will remain as executive in charge of the station has not yet been definitely decided. It is known, however, that CBS officials have a high regard for his ability and his intimate knowledge of West Coast operations.

In all likelihood, most of the members of the KNX and KSFO staffs will retain their present posts. Staffs in both cities, of course, will be augmented, assuming that the transfers are approved by the FCC. Philip G. Lasky, general manager of KSFO, and former commercial manager of KDYL, Salt Lake City, so far as known, will remain the operating head of the San Francisco station, reporting to the prospective new executive.

Herbert V. Akerberg, CBS station relations manager, returned to New York May 18 after some two months on the coast. He consummated the KSFO arrangement and also handled plans for the new studios.

CBS Rates Revised

FORMAL announcement to agencies and advertisers of the impending changes in coast outlets was made May 23 by Hugh K. Boice, CBS vice president in charge of sales. In a letter he explained that the 50,000-watt KNX replaces KHJ in Los Angeles and that it operates on the 1050 kc. clear channel. This station, he added, "will be an owned and operated station" of CBS. The base rate for KNX was quoted at $450 for evening hours.

"In San Francisco," said the letter, "1,000-watt Station KSFO replaces KFRC of the same power. But Station KSFO broadcasts on 560 kc., one of the most effective of the cleared regional channels, insuring CBS coverage of the entire, widespread San Francisco market. KSFO, like KNX, will be operated directly by Columbia; when approval, in each case, has been granted by the FCC.

"The rate for Los Angeles goes into effect on Jan. 1, 1937, when both stations take over the full schedule of Columbia programs in California. This rate will be incorporated in all Columbia contracts signed after today's (May 23) date. Much more than the changes in station-facilities is involved in these improvements. Complete new CBS studio, production and technical services, embracing the most recent developments in radio, will be available to advertisers."

It is understood KSFO will erect a 500-foot vertical radiator, and install a new transmitter subject to FCC approval for a day-power increase from 1,000 to 5,000 watts.

FOR THE TOURIST
Station Promotion Plan Proves Mutually Beneficial

FOUR western stations have adopted the idea of displaying billboards with program and dialing data for the benefit of tourists. The suggestion was advanced by Capt. Haakon H. Hammer, Pacific Coast representative of International News Service, who does a lot of traveling and who had observed that tourists like to tune in stations in towns where they are traveling.

Local chambers of commerce and merchants have cooperated with the plan, which provides for "tourists programs" giving sponsored or gratis information at specified hours about eating places, hotels, service stations, etc. Stations among the first to adopt the idea were KORE, Eugene, Ore.; KFJI, Klamath Falls, Ore.; KUMA, Yuma, Ariz., and KMED, Medford, Ore.

Pickard Continues His CBS Affiliation

Akerberg Slated for Station Relations Vice President

SAM PICKARD, CBS vice president in charge of station relations, will spend most of this summer on his farm at Flat Rock, N. C., about 70 miles from Atlanta, but will keep in contact with his office as in the past. During the last year or so Mr. Pickard has spent most of his time away from New York, largely because of his health and that of Mrs. Pickard. There is the likelihood he will be relieved of active day-to-day duty, at his own request, at the end of this year.

Station relation operations at CBS headquarters will remain under the direct supervision of Herbert V. Akerberg, station relations manager. Mr. Pickard, it was said, has not resigned from CBS and will continue in his present vice presidential capacity. The 30-acre farm recently acquired by Mr. Pickard is his fourth piece of property. He has a home in Rye, N. Y., another in Florida, and several months ago purchased a ranch in Southern California.

Station Relations

IN THE absence of Mr. Pickard, Mr. Akerberg is being assisted by Lincoln Dellar, formerly with Radio Sales Inc., CBS sales subsidiary, and prior to that manager of KGB, San Diego, Cal. Matters of station relations policy, it was asserted, will continue to be handled through Mr. Pickard, and he will be consulted even while away from New York.

Formerly secretary and then a member of the old Radio Commission, Mr. Pickard joined CBS in 1929 as vice president and has been with the company continuously since. There have been repeated rumors of his retirement, all of which have proved erroneous. He was formerly part owner of WKRC, Cincinnati, which was sold to CBS, and recently relinquished part ownership of CKLW, Windsor-Detroit. He retains interests in WDRC, Hartford, and owns control of WGST, Atlanta.

Should Mr. Pickard relinguish his resident vice presidency in New York at the end of the year it is expected he will remain as a vice president of the network in a consulting capacity. In that event, it is expected that Mr. Akerberg will be elevated to the vice presidency in charge of station relations.

CBS Leases KSFO; KNX Transfer Set For Hearing; WEEI Terms Divulged

ENTRENCHMENT of CBS in Boston, Los Angeles and San Francisco through acquisition of outlets which it would operate by purchase of KNX and lease of WEEI and KSFO rests with the FCC Broadcast Division as a result of formal applications to take over the facilities which now are pending.

At a meeting May 14 the Broadcast Division designated for hearing on June 29 the application for assignment of KNX to CBS, at a price in the neighborhood of $1,300,000. On the following day the Edison Electric Illuminating Co., of Boston, owner of WEEI, filed with the Division the application for assignment of the station's license to CBS and made known the terms of the lease.

Definite arrangements also have been made by CBS to use KSFO in San Francisco, in lieu of KFRC, Don Lee station which leaves the network not later than Jan. 1, under present plans. A lease arrangement has been made with KSFO, which, like the WEEI proposition, is subject to FCC approval and assignment of license from Wesley I. Dumm, owner, to CBS. It is understood this involves payment of between $25,000 and $30,000 per year for a five-year period, with two option renewals of five years each. Should FCC approval be not forthcoming by the time KFRC severs its CBS affiliation, then KSFO will become an affiliated outlet under an alternative arrangement.

The lease of WEEI, subject to FCC approval, would cover a period ending April 1, 1943, at a rental of $18,250 per month or $219,000 per year. Totally aside from the station lease, arrangements were completed whereby CBS will occupy space in the Edison Bldg., for studios and offices. It is planned that WEEI will replace WNAC as the CBS basic outlet in Boston on Jan. 1, at which time the latter station becomes a basic outlet of the NBC-Red network, while WICC, Bridgeport, and WEAN, Providence, also Shepard-owned stations now on NBC, will join the NBC-Blue.

Right of Purchase

IT WAS disclosed that the lease agreement for WEEI also contains an option by which CBS has the right to purchase the station upon the same terms and conditions which are offered to the Edison Co. by any other party and which the Edison company may be willing to accept. Similar provi-

(*Continued on page 60*)

Spots for Spry

LEVER BROS., Cambridge, Mass. (Spry) is using station break announcements, time signals and ten-minute programs on a score of stations to introduce the product. The announcements are broadcast during the morning and evening hours at various times, from one to seven times a week. On WABC, New York, Spry is advertised Mondays through Fridays 9:45-9:55 a. m. A partial list of stations included in the campaign, scheduled to run throughout the summer, follows: WBBM, WKRC, KMOX, WJSV, WCCO, WFBL, WBNS, WWJ. Ruthrauff & Ryan Inc., New York, services the account.

Keeping a Step Ahead on Petticoat Lane

By H. KENNETH TAYLOR
Vice President, John Taylor Dry Goods Co., Kansas City

Department Store Learns About Radio From KMBC and Hearkens to Swingy Tunes of Busy Cash Registers

THIS is not a canned success story. We recently decided to continue with *Joanne Taylor's Fashion Flashes* for the fourth year only because we had definite evidence that the program had a large and interested audience and that audience was made up of women who later visit our store to buy.

Although a Presbyterian minister recently wrote Miss Taylor to say that she was inaugurating an entirely new idea in adult education through her intelligently written morning broadcasts, we're not on the air for that purpose. We're on the air to sell, and since radio gives the advertiser the public ear that's the prime prerequisite of the program.

Long before we started advertising over the air with Joanne Taylor, we had some pretty definite and tested ideas about the market to which we should advertise. We knew, for example, that in Kansas City slightly less than 75% of the population is under 45 years of age—or was in 1930. In addition, 54% of the population falls between the ages of 15 and 45, and it must be remembered that children under 15 years are mostly dependent upon parents under 50.

Who Does the Buying?

IN OTHER words, all the purchasing for 80% of the population is done by those under 50. The meaning of all this: Simply that our radio program had to be built to appeal to this market and no other if our advertising dollars were to bring the greatest possible return. Since this is a basic principle, we believed it was sound, and our experience during the last three years tends to show we were right. But that's not all — our methods of approach to that audience haven't been the same since the first broadcast by any means. We have had to bear in mind that more than two million young men and women reach maturity in the United States each year. Two million people — with changing needs and desires, new ideas of fashion; two million people who rhumba instead of schottische, if you please.

So Joanne Taylor's job and mine has been to keep in close touch with the changing trends in fashion, and not only to keep up with them, but to keep ahead. Hence our slogan, "A step ahead on Petticoat Lane". Having seen these trends, it is further our task to interpret them in terms our radio listeners will tune in to hear each morning at nine, and having heard, visit our store to buy. It's trite to say that a radio program must entertain. We have found that we do entertain by packing our radio script with human interest material for the home-makers of our market.

Joanne Taylor speaks to her audience during the first lull in the housewife's day—nine o'clock, at the same moment the front doors of the store swing open. Friendly, casual, her remarks appeal to women because they strike a responsive chord in the mood of most women at that hour. One of the most important points is that Miss Taylor squeezes the last ounce of drama out of every line of her script, and that approach has an unbeatable "punch".

When Roland Blair, vice president of KMBC, and manager of retail sales, planned *Joanne Taylor's Fashion Flashes* broadcast with me, I was frankly skeptical. I finally conceded to give it a try, but my thought was to sell Kansas City women. Imagine my surprise when I found, within a very short time, that John Taylor's had made new customers in 182 counties of Missouri, Kansas, and surrounding states. We know these were new customers, because in making our tabulation only letters addressed personally to Joanne Taylor were taken into consideration; old customers in communities outside Kansas City were not taken into consideration.

The Clearance Problem

JOHN TAYLOR'S is definitely not a "sale" type store. We have few store-wide promotions and hence can feature no "short lots" on Joanne Taylor's radio. Hence her job has been one of straight selling. There are innumerable instances, however, when featured articles mentioned by Miss Taylor have sold out within a couple of hours after store-opening time.

One of the hardest jobs of selling that a store has to do is clearance merchandise at the end of a season. It is comparatively easy to sell bright, new, seasonal merchandise, just at the time when everybody wants it. But selling clearance stuff at the end of a season is another matter. And yet Joanne Taylor, by a few minutes talk on one of her broadcasts at the end of our spring season, sold $700 in marked down dresses in one day. Not only were these dresses more or less out of season, but the lowered prices made it necessary to sell many more units to add up to this amount.

Our fourth year of continuous broadcasting began on May 1, and we were proud to present Miss Taylor a gold watch in appreciation of her work on the program. The entire talent staff of KMBC joined in a 45-minute broadcast party dedicated to Miss Taylor and John Taylor's.

Joanne Taylor is Caroline Ellis, who started broadcasting for John Taylor's three years ago with a background of ten years in retail department stores of Detroit and Kansas City. Covering everything from sales to buying to personnel, Miss Taylor's close acquaintance with all phases of the department store, coupled with her natural writing ability, are responsible to a great degree for her success. The editor of a leading national style magazine recently complimented Miss Taylor on her program, and voiced the opinion "it is the finest of its kind currently on the air".

The Files Are Full

MISS TAYLOR'S files are full of letters from manufacturers expressing extreme satisfaction with the sales volume of their products achieved by the Joanne Taylor program—testimonials to the way Miss Taylor has handled their merchandise on the air. Women have confidence in Joanne Taylor as a buying guide. No article can be written into the script until she has examined it personally, and articles advertised on Miss Taylor's program seldom are advertised in any other medium except during store-wide promotions.

To complete the circuit and cinch the success of Joanne Taylor's broadcast, I insist upon 100% cooperation throughout the store. This has done a great deal to build the program to its present height. Merchandising of the program is handled by sending to each department mentioned the page of script for that day. Department heads welcome Miss Taylor's help and have learned how to get the greatest possible returns from radio publicity on the merchandise for which they are responsible.

Assisting Miss Taylor on her daily broadcasts are sparkly-voiced Miss Keller, an efficient, friendly secretary; frequent comedy splashes are added by Sam, the colored porter, and Jimmy, the office boy. So successfully is the illusion of store atmosphere maintained that few listeners will believe Joanne Taylor's broadcast comes from the studios of KMBC, and not from John Taylor's.

We enter the fourth year on KMBC fully confident that it will do a great job for us; as long as it does we intend to continue indefinitely. Who wouldn't?

MISS TAYLOR

THERE'S something to this radio business, decided the John Taylor department store when its radio debut on KMBC brought new customers in 182 counties. Three years on the air have shown that the first ether venture was not beginner's luck or mere accident. John Taylor's is not a "sale" store. The job is straight selling, and Joanne Taylor is the seller, and here is the story of how it is done.

FASHION FLASHES—John Taylor Dry Goods Co., Kansas City department store, recently observed the start of its fourth continuous year on the air. KMBC staged a buffet party for store officials. Among those at the party (left to right) were the author, H. Kenneth Taylor, vice president and sales promotion manager; John Taylor, president; F. M. Lee, treasurer and general manager; John Troupe, director; E. A. Warner, account executive for Ferry-Hanly Co.; J. Leslie Fox, KMBC sales director; Roland R. Blair, KMBC vice president.

NOURISHINE Sales Co., Los Angeles (hair tonic, shampoo) has named the new Janes-Morton agency, that city, as its agency and plans radio advertising in Eastern and Western markets.

Holliway to Head Anthony Stations

Leaves KFRC to Be Manager Of KFI, KECA, Los Angeles

Mr. Holliway

HARRISON HOLLIWAY, for the last dozen years manager of KFRC, San Francisco, and one of the West's pioneer figures in broadcasting, on June 1 joins Earle C. Anthony Inc., as executive in charge of its broadcasting stations—KFI and KECA, Los Angeles. Both stations are NBC outlets. His title will be general coordinator.

In effect, Mr. Holliway is expected to succeed Arthur F. Kales, who was general manager of the station until he died last winter. Since then H. L. Shillinglaw, manager of the automobile business for Anthony, has acted as executive head of the station. It is expected that Mr. Holliway will be named general manager of the two stations after three months. The post of general coordinator is a newly created one.

So far as known there will be no other changes in the executive line-up of the Anthony stations. Carl Haverlin will remain as commercial manager and Glenn R. Dolberg as program director.

Network Affiliations

MR. HOLLIWAY'S successor at KFRC has not yet been announced by Thomas S. Lee, president of the Don Lee Broadcasting System. The station now is a CBS outlet, but along with other Don Lee stations is expected to sever its connection with CBS not later than Jan. 1, 1937, in view of pending application by CBS to purchase KNX, Los Angeles. Don Lee officials have made known that KFRC will not continue with CBS if KHJ, Los Angeles outlet, is dropped.

KFRC was established by Mr. Holliway in 1924 and later was sold to the City of Paris store in San Francisco. Subsequently the station was acquired by Don Lee. Mr. Holliway, however, remained as the station's general manager from the very beginning.

Two years earlier Mr. Holliway had built KSL, then in San Francisco, for the Emporium, a local department store. This station now is the 50,000-watt KSL, Salt Lake City. Although only 35, Mr. Holliway has been in radio continuously since 1920, when he first "announced" over amateur station 6BN, San Francisco. He is regarded as an outstanding authority on programs and talent, having placed many outstanding programs on the air. Numbered among his discoveries are Meredith Willson, Edna Fischer, Al Pearce and Don Wilson. He launched the *Blue Monday Jamboree* in 1927, and himself performed as master of ceremonies.

FRESH MILK INSTITUTE, Peoria, Ill., has contracted for six weekly morning programs on WMBD to announce all births during the preceding day.

Fate of Association of 100-Watt Stations To Be Determined At NAB Convention

Mr. Allen

THE FATE of National Independent Broadcasters Inc., composed of 105 independent stations mainly in the 100-watt class, will be decided during the NAB convention in Chicago July 5-8. The organization was launched last year for the main purpose of cultivating national business for independent stations — a result it has thus far failed to achieve.

Edward A. Allen, president of NIB and its prime mover, informed BROADCASTING May 20 he was unable to say "what may happen". He added, however, that even though NIB has not actually gotten any national business, he believed the movement successful and a worth-while project from many points of view, particularly on the industry service side.

A meeting of the NIB board will be called Sunday July 5, with a membership meeting to be planned during open time of the NAB convention—possibly on July 6 before the NAB itself convenes. At this session the "political angle" of NAB would be discussed, with particular reference to James W. Baldwin, NAB managing director, who has been in conflict with the major networks in connection with copyright activities. Feeling that there will be "pressure" on Mr. Baldwin, it appears, will lead to a banding together of independents in his favor by Mr. Allen, who is also a vice president of NAB.

Need of Rate Structure

MR. ALLEN'S view with respect to NIB is that it should be revamped even though it may be necessary to drop the sales effort for the present. He attributed failure to acquire national business to the "extreme unorganized condition" of NIB, and to its inability to arrive at a proper rate structure.

NIB's battle with Spot Broadcasting Co., transcription adjunct of Street & Finney, New York, on the United Drug account, and with World Broadcasting System over Chevrolet business, was related by Mr. Allen. Both organizations, he claimed, succeeded in splitting NIB membership "wide open". He contended that had these accounts been landed by NIB, it would have proved successful in its mission.

During negotiations on these, Mr. Allen contended that Spot Broadcasting and World as "suppliers of materials" performed no functions as sales representatives and should not be "recognized" as such. He said many of the small stations were "saps enough to kick in with 15%".

Mr. Allen declared he intended to bring these matters to the attention of NIB membership. He said he would do his best in making the membership see that he considered neither of these companies to be sales representatives.

Another NIB difficulty, said Mr. Allen, was that of differentiating between local and national accounts as far as members were concerned. The NIB sales department, headed by Joseph O'Shaughenessey, New York, he declared, had trouble in quoting group rates to advertisers who were able to place their business locally at local rates. Because of these obstacles Mr. Allen has reached the conclusion that until definite policies are formulated it is impossible for any local sales organization to succeed.

Should the meeting fail to bring about an agreement on policies, he added, "there is no use in trying to go ahead." In that event, he added, the conclusion would have to be that NIB was a year or two ahead of time.

As for the "bright side" of NIB, Mr. Allen brought out that it was instrumental in bringing about the change in Rule 176 insofar as it affects phonograph record announcements at 15-minute intervals. This, he said, is a boon to every small station.

The NIB movement, moreover, he held, made known that local stations are in existence, and advertising agencies, advertisers and the industry itself look upon locals with more respect than a year ago. The movement, he added, also was responsible for placing two local men on the NAB board. Further, he brought out, Powel Crosley invited him to serve on the executive Committee on Associated Independent Radio Stations as the small station representative.

Muzak Back in Cleveland After Tests in New York

MUZAK Inc. will resume experimental wired radio operations in Cleveland in the near future with engineers installing an improved receiving set in residential sections. All equipment has been standardized and the center of operations will be located in the downtown section of Cleveland. When Muzak left Cleveland last February it took all equipment to New York.

In New York Muzak has installed receivers in 50 A & P stores for broadcasts of price changes and promotion of special prices. Both Muzak and A & P are testing reaction to the service to find answers to these questions: Does it place too much emphasis on one product to the detriment of another item? Would the customer have spent just as much money for other items not specials if the public address system had not informed them of the specials?

Weber Back From West

FRED WEBER, coordinator of Mutual Broadcasting System, returned to New York May 22 after a quick trip to Los Angeles where he discussed with officials of Don Lee Broadcasting System, at their invitation, possible affiliation with the network when Don Lee stations leave CBS at the end of the year. No conclusions were reached, it is reported. Thomas S. Lee, president, and William J. Gleason, secretary and general manager, conferred with him.

Use of Radio Advocated In Rail Drive Although Not Included This Year

CONCLUDING that radio should be included in any well-balanced national advertising efforts for railroads, but finding itself unable to use the medium this year, the board of directors of the Association of American Railroads has approved a plan for a campaign which will involve an expenditure of nearly $1,000,000 in magazines. The plan, drafted by Arthur Kudner Inc., New York agency, received the approval of the board and was submitted to the semi-annual convention of the organization at a meeting in Chicago May 28.

The Association's action, however, is in no way binding upon individual members, and other railroads are free to use any media they wish. Whether there will be widespread use of radio, long urged not only by several leading roads but also by Railroad Coordinator Joseph B. Eastman, is still problematical. Indications are, however, that there will be greater use of broadcast advertising than in the past.

The plan submitted by Kudner, it is reported, did not include a recommendation on use of radio, but did emphasize that the medium should be embodied in any broad-gauged plan for advertising promotion. In considering a program for 1937, it was said, radio definitely will be included as a part of the Association project.

Kudner was retained several months ago by the Association to devise plans for an advertising campaign. In accepting the agency's recommendations, the Association's board also named Kudner to handle the account.

Pillsbury Enlarges

THE NBC *Today's Children*, daytime serial sponsored (Pillsbury Flour Mills) Minneapolis, which recently celebrated its 1000th performance and has been on the air with the same sponsor since Sept. 11, 1933, is changing effective June 1, from the NBC blue network and WMAQ, Chicago, to WENR and the NBC-Red network, and is going from three to five a week. The program, which is a dramatization of the life of the Moran family, made its first appearance on the air June 20, 1932, and came under sponsorship on May 15, 1933, four months before it went network. Throughout its existence it has originated in Chicago. The scripts are written by Irna Phillips and Walter Wicker, of Chicago, and all of the leading characters in the dramatization are Chicago talent. The program is heard mornings from 9:45 to 10:00 (EST). The final broadcast over WMAQ was made May 29.

Central Shoe Discs

CENTRAL SHOE Co., St. Louis, is recording two series of 26-episodes each titled the *Old Schoolmaster* to promote official scout shoes. Recording is handled by Premier Radio Enterprise Inc., St. Louis. In addition a series of spot announcements for the sponsor's Perfect East Shoes is being cut by Premier. Jimm Daugherty Inc., St. Louis, is the Central Shoe agency.

Radio to Carry Texas Centennial Story

Gulf Oil Corp. Sets Up Elaborate System at a Cost Of $150,000, With Many Novel Features Included

A RADIO "investment" of $150,000 for 176 days of operation has been made for the Texas Centennial Exposition, which opens in Dallas June 6. This is the amount expended by the Gulf Oil Corp. for installation of the radio and public address system at the fair grounds, and which it will sponsor during the exposition with background announcements.

Radio will carry the Centennial story to the nation practically from beginning to end. Many network programs will be fed from the radio studios on the grounds and big name talent will appear regularly. Among the network sponsors to key programs from the Exposition studios are Ford, Chrysler, Standard Brands, Kraft-Phenix, Texaco, Conoco and Gulf Oil.

Five transcontinentals will be released from the grounds on the opening day, including an international pickup in which speakers from foreign lands will participate. Six flags that have flown over Texas soil in four centuries. Speakers will be heard from Madrid, Spain, on Spanish rule; from Paris on French rule; from the City of Mexico and Mexican dominance; from Washington on the Brazos, first capitol of the Texas Republic; from Richmond, Virginia, on Texas' part in the Confederacy and from Washington, D. C., on her present status as a state.

CENTENNIAL RADIO STAFF—These 15 are members of the preliminary radio and p. a. force of the Texas Centennial Exposition. Front row (left to right): David Clark, E. C. Ellis, O. A. Walden, O. A. Arrigoni, H. S. Keith, E. M. Keith, J. D. Henry; back row: Clyde M. Vandeburg (director), W. M. Dallin, W. T. Brown, Art Linkletter, H. L. Altfather, J. C. Riekeberg, C. C. Harris, Lewis Lacey (assistant director).

Elaborate Facilities

IN PLANNING the radio and public address systems, Exposition officials made careful studies of those at the Chicago and San Diego fairs. The result is a complete and versatile system with scope and operations comparable to a transcontinental chain. Complete coverage for pickup and transmission has been carefully arranged through 20 banks of loud speakers, two main studios, ten permanent remote pickups points and a score of temporary remote pickup points.

Sponsored by the Gulf Oil Corp., the elaborate and complete layout was installed at a cost of $150,000. Facilities consist of a $50,000 central radio building incorporating two completely equipped visual type live-dead-end studios with monitor rooms, central control room and offices for the production and operation staff.

This low, sun-colored, one story main building is built in the shape of an open letter "U", with studios in the wings, control rooms between and four offices and reception rooms in the rear. Designed especially for its purpose by noted radio architects and engineers, the building is to be an outstanding attraction for visitors.

The walls of the inner curve of the "U" are entirely of glass to permit complete visualization of a program, from the expression on the face of the artist at the microphone to the quick, deft movements of the technicians at the monitor and master control desks, as they "balance" the programs for transmission. Monitor speakers on the marquee, directly over the control room make any studio program audible to an audience of more than 500 persons in the court between the wings of the building. Microphone outlets to the audience area can be turned on to pick up the crowd reaction and crowd noises, or talkback from outside microphones to the studios or control room.

The microphones are Western Electric "eight ball" non-directional design. Entrance into either studio is made through a doorway equipped with a sound lock which shuts out sound from either side. It also has a wind panel that prevents air currents when entrance is made.

Triple plate glass windows into the studios give technicians in the monitor rooms a clear view of the entire studio. An amplifier from each studio has a microphone connection enabling him to talk to as well as hear the artists and announcers.

The central or master control room houses the technical equipment for control of the entire system, loud speakers for each studio, as well as remote points, and two turn tables on which transcriptions can be played to fill in on the public address units.

The single entrance to the building is located in the rear, so that only employes are on the inside. The overall size of the building is 135 by 90 feet, with each wing 27 feet wide. The studios are both 40 by 25 feet.

Types of Programs

THERE are four types of programs to be handled, sustaining, special events, sponsored commercials and shows brought into the grounds for broadcast. These are broadcast over local stations, regional or transcontinental hookups or the public address system, or any combination of all four.

Three origination sources are used, live talent shows from the studios, live talent programs from the remote points and a complete library of more than 3,000 vertical cut transcriptions.

Visual broadcasts will be in progress in the studios and remote points more than 70% of each day's operation. Three Dallas stations, WFAA, KRLD and WRR have booked more than 80 live talent shows a week for the grounds. Many of these will be done in full costume for visual appreciation.

A great deal of name talent, national bands, orchestras, soloists, choirs, and other groups or individuals will be heard in Exposition originated programs throughout the 176 days run of the fair.

Ford Motor Co. will bring in Jose Manzanares and his South Americans for Lincoln cars. General Motors will feature everything from chuck wagon bands to grand opera and from military bands to vocal groups. Chrysler plans to feature celebrity programs during which Texas cities or areas will be honored. Standard Brands, Kraft-Phenix, Texaco, Conoco and other national advertisers also will import high class talent in connection with exhibits.

Facilities Available

UNDER the policy adopted by the Texas Centennial Exposition and the Gulf Oil Corp., the studios, technical equipment, facilities, technicians and production staff will be provided impartially and without cost to all radio stations, sectional or transcontinental networks desiring to release either commercial or sustaining programs from the Exposition grounds. The facilities make possible the origination of any type of program. Line facilities and remote charges within the grounds will be borne by the Exposition and service made available to radio without cost.

FOR GULF — Here are engineers assembling the $150,000 Western Electric radio and p. a. system for the Texas Centennial. Right to left are W. M. Dallin, J. D. Henry, O. A. Arrigoni and H. L. Altfather.

The radio and public address system is under the direction of Clyde M. Vandeburg, who served as director for the San Diego Exposition's radio and public address system. His present staff includes Lewis Lacey, assistant director; Arthur Linkletter, program director; Ramona Brady, hostess, and David Clark, continuity. A dozen more including announcers, continuity writers and production experts will have been added when the Exposition opens June 6.

Don Riddle, of Houston, is in charge of local relations between Gulf and the Exposition, while E. K. Smith is supervising engineer at Dallas during the Exposition. Carl Langevin, of San Francisco, represented Western Electric in furnishing equipment and W. T. Brown represents them on installation, maintenance and operations.

The technical staff includes Tom Brown, in charge of construction; Bill Dallin, chief technician; Harry Keith, chief operator; Chuck Mahan, sound truck operator, and John D. Henry, Harold Altfether, Charles C. Harris, E. M. Keith, Bob Mandel, J. Riekeberg, Art Arrigoni, O. A. Walden and E. C. Ellis, technicians.

The production staff is maintained by the Exposition and the technical and maintenance staff by Gulf. Western Electric equipment was used in all installations.

C. C. Langevin Co., of San Francisco, handled the installation and will maintain the system.

Four major musical control organizations have released their copyrighted compositions during the Exposition period. They are ASCAP, Warner Brothers, SESAC and Associated Music Publishers. For the first time, publicly, the new Fletcher type speaker will be used at the Exposition. This $30,000 speaker, capable of reproducing an ordinary phonograph record to the quality and volume of a 400-piece orchestra, will be installed in the Band Shell through the courtesy of Langevin and Western Electric. It will be used in the broadcast of daily symphony concerts and other classical features.

Jergens Makes Change

ANDREW JERGENS Co., Cincinnati (Jergens Lotion), currently on an NBC-Blue network Sundays, 9:30-9:45 p. m. (EDST) with Walter Winchell, New York columnist, on July 1 will shift the account to Lennen & Mitchell Inc., New York, which also handles the Paul Whiteman program immediately following Winchell. Whiteman promotes Woodbury soap, a product of John H. Woodbury Co., Jergens subsidiary. Winchell goes off the air June 28 for the summer and will be succeeded by Cornelia Otis Skinner, one of the first ladies of the American stage.

Congress Delays Stymie Duffy Bill Near Session End

Committee Prevents Action as Dilatory Tactics Are Used

PROPONENTS of the Duffy Bill (S. 3047) to modernize the existing copyright law and remove provisions which allow copyright monopolies to run rough shod over users of music, have all but given up hope for action at the current session. With adjournment expected by June 9, the House Patents subcommittee is still fussing with the bill and the committee's majority obviously is endeavoring to block action.

There have been repeated dedays in subcommittee action. The last was the sudden departure of Chairman Lanham (D-Tex.) for Texas on May 23 — perhaps to be gone until after adjournment. So far as known, no provision was made for someone to preside in his place.

Meanwhile, the subcommittee of ten (seven of whom are pro-ASCAP from all indications) has held several executive sessions since it was appointed April 15. All "controversial" provisions, it is understood, have been passed over for consideration by the full committee. The most important provision—that of eliminating the $250 statutory minimum damage clause on innocent infringements —is still in the bill so far as the subcommittee is concerned. This is the clause for which ASCAP has lobbied so assidiously and the real basis on which it sought to block passage of the measure.

Minimum Fee

THERE has been talk in the subcommittee of reducing the minimum penalty to $125 but proponents of the Duffy Bill—and they include all users of music—maintain that any minimum would give to the copyright owners the same arbitrary power they have used so effectively in forcing acceptance of their own terms for music performance. The Duffy Bill would leave the amount of damages for innocent infringements up to the courts.

Also tending to delay subcommittee action was the death on May 25 of Rep. Perkins (R-N.J.) ranking minority member of the committee. He has been identified with copyright legislation since 1921, when he first entered Congress, coming from a district where many music publishing houses are located.

As a last resort, it is possible that toward the waning days of the session, a plea for unanimous consent to call the bill before the House may be made by some member of the House. This is unusual procedure, but there is precedent for it, particularly when charges can be made that a hostile committee chairman has sought to prevent action at this session. It is thought possible that such a step may be taken either by Rep. Deen (D-Ga.) O'Malley (D-Wisc.) or Church (R-Ill.), who have staunchly supported the Duffy Bill and have criticized Chairman Sirovich (D-N. Y.) for alleged dilatory tactics in connection with the legislation.

Mistaken Identity

ANGUS PFAFF, announcer of WJBK, Detroit, who has been handling the sponsored *Tiger Talks* over WWJ, that city, by arrangement with his own station and at the client's insistence, forgot where he was and gave his own station's call letters. Angus was broadcasting an appeal for letters for Hank Greenberg, Tiger first baseman who is out of the game with a broken wrist. "Send your letters in care of *Tiger Talks*, Station WJBK", he urged, and the broadcast was over before he could correct it.

WLAP Sale Slated

SUBJECT to FCC approval, WLAP, Lexington, Ky. local, has been purchased by J. L. Nunn, of Pampa, Tex., and his son, Gilmore N. Nunn, it was learned May 27. The Nunns are the publishers of the *Pampa Daily News*, and operators of KPDN, new Pampa local. They recently purchased the *Lexington* (Ky.) *Herald*, and propose to operate the station in conjunction with it. The purchase price, it is understood, was in the neighborhood of $35,000. The Nunns also operate KGGM, Albuquerque, N. M., regional which they recently acquired along with another partner, a 33-1/3% interest in KICA, Clovis, N. M.

HASKIN BROS. Co., Des Moines, is recording one-minute announcements for Trilby soap.

John M. Henry Named Central States Manager; Deitrich Dirks Retires

Mr. Henry

JOHN M. HENRY, manager of KOIL, Omaha-Council Bluffs, has taken over the management of the three stations operated by the Central States Broadcasting System, namely KOIL, KFAB, and KFOR, Lincoln, Neb., it was learned May 16.

At the same time it was learned that Deitrich Dirks, vice president and general manager of the system, has retired from that post. A. L. Bightol remains as president but will not be active in the station management.

Mr. Dirks, it was reported, is devoting himself largely to radio research for Central States. J. Buryl Lottridge is commercial manager for the three stations and Reginald Martin, formerly of the Iowa Broadcasting System, has been named manager of the Lincoln offices. An executive committee, comprising these officials and Harry Harvey, technical director, has been named.

Roman Meal Tests

ROMAN MEAL Co., Tacoma, Wash. (cereal), late in May took the *Hollywood Cinderella* transcriptions, 26 quarter-hours produced by Radio Productions Inc., Los Angeles, for a test campaign in the Northwest.

All-Time High Levels for April Revenues Are Recorded by the Major Networks

BOTH CBS and NBC reported record April billings, CBS having $1,951,397, an increase of 20.8% over a year ago, and NBC $2,739,376, a gain of 2.1% against April, 1935. All network figures fell off from the March highs, conforming to the usual trend.

Individually the NBC Red network accounted for $1,762,201 during the month, 6.3% more than April 1935 and the NBC Blue reported its highest April billings since 1932 with $977,175, an increase over 1935 of .1%. This latter increase was the first month this year that the Blue network has topped its 1935 monthly receipts.

Compared with March, 1936, NBC combined networks for April showed a loss of 9.8%, the CBS loss was 10.1%. The NBC Blue network recorded a loss of 8% against March and the Red Network a 12.9% loss.

Mutual Broadcasting System, whose billings now cover both the four basic stations and all associated stations, showed April receipts of $139,934 compared with March receipts of $191,482, when the four basic stations accounted for $173,117 of this amount.

Networks' Gross Monthly Time Sales

	1936	% Gain Over 1935	1935	1934	1933
NBC-WEAF (Red)					
January	$1,755,394	1.5	$1,729,137	$1,309,662	$1,031,373
February	1,691,524	4.4	1,620,977	1,215,998	908,531
March	1,913,837	6.1	1,802,741	1,374,910	1,028,935
April	1,762,201	6.3	1,656,283	1,355,587	809,508
CBS					
January	$1,901,023	7	$1,768,949	$1,405,948	$941,465
February	1,909,146	15.4	1,654,461	1,387,823	884,977
March	2,172,382	18.7	1,829,553	1,524,904	1,016,102
April	1,951,397	20.8	1,615,389	1,371,601	775,487
NBC-WJZ (Blue)					
January	$926,421	—15.3	$1,093,749	$988,503	$752,052
February	1,015,624	— 5.2	1,072,136	902,866	744,209
March	1,122,516	— 2.8	1,156,032	1,028,552	859,572
April	977,175	+.1	975,970	924,623	783,898
MBS					
January	$157,720	...	.....	.....	.....
February	162,358	...	.....	.....	.....
March	191,482	...	.....	.....	.....
April	139,934	...	.....	.....	.....

New License Group For Serious Music

Grand Rights Association to Emulate ASCAP Procedure

PLANS of another group to license music for broadcasting purposes were divulged May 20 by Milton Diamond, New York attorney who has been instrumental in the formation of the American Grand Rights Asosciation Inc., an organization which he declares proposes to serve the field of "serious music" in a manner similar to ASCAP in the popular music field.

Queried by BROADCASTING as to the purpose of the organization, created on May 14, Mr. Diamond declared it would endeavor to license "serious music" for performance. He added, however, that nothing definite has yet been done and that a committee will be appointed to study licensing plans. Another committee is contemplated to work with ASCAP in devising a "dividing line" between compositions that might be classed as popular or serious music.

The organization dinner voted into "charter membership" 44 composers, declared to include the majority of outstanding serious music writers. Non-voting membership is open to music performers. Mr. Diamond, identified as attorney for international film, theatrical and music interests, in 1931 organized the Producing Managers Association, and the Columbia Concerts Corp. He is expected shortly to leave for Europe to complete negotiations for signing of reciprocal agreements with similar organizations in England, France, Germany and other countries.

Leopold Liebling, editor of the *Musical Courier*, was the toastmaster and introduced the speakers at the meeting who included Leopold Godowski, Arthur Judson, Aaron Copland and Diamond. The board of directors is composed of Milton Diamond, Aaron Copland, John Powell, Roger Sessions, and Virgil Thomson. Besides numerous composers present at the dinner, performing artists, including Richard Crooks, Albert Spaulding, J. W. Erb, Alexander Smallens, Jessie Stillman-Kelley and Lawrence Tibbett, are members. Others included Morris Van Praag, manager, Philharmonic Orchestra; Mrs. Claire Reis, head of the International League of Composers; E. C. Mills, general manager of ASCAP; F. C. Adler; E. L. Bernays and John G. Paine, director of American Association of Copyright Owners.

WHOM Is Sold

SALE of control of WHOM, Jersey City, by Harry F. O'Mealia to Paul F. Harron and Joseph Lang, of New York, operators of WFAB, New York, was approved May 21 by the FCC Broadcast Division. It is understood 75% interest in the New Jersey Broadcasting Corp. was procured for approximately $90,000, with Mr. O'Mealia retaining the 25% balance. He is head of the O'Mealia Outdoor Adv. Co. Mr. Harron and Mr. Lang also are identified with the operation of WPEN, Philadelphia, and WTNJ, Trenton, N. J., in which they are non-controlling stockholders. WHOM operates on 1450 kc., with 250 watts unlimited time.

ADVERTISING RESPONSE PROVES . . .

. . . DAY time is PAY time at ANY time on W-H-O

This isn't a story of kilocycles and microvolts, designed to indicate how much response daytime advertisers OUGHT to get from WHO. Instead, it is a plain-fact statement of the experiences of five advertisers at varying periods both forenoon and afternoon — experiences proving that DAY time is PAY time at ANY time on WHO. Look them over:

● On the Musical Clock, 7:30 to 8 a. m. daily, Younker Brothers department store offered a free sample of Pompeian Cream. The offer was made once only. Response: 8,953.

● On the Monticello Party Line, 9:30 to 9:45 a. m. — Monday, Wednesday and Friday—Dr. Caldwell's Syrup of Pepsin offered a free cook book. The offer was made during one week only. Response: 34,217.

● On the Ma Perkins NBC program, 2:15 to 2:30 p. m., in a contest running for 10 days, 15,230 listeners each sent two Oxydol box-tops to WHO.

● On "How to Be Charming," a beauty-talk transcription, 3 to 3:15 p. m.—Monday, Wednesday and Friday—Sterling Products offered a sample of Phillips Milk of Magnesia Face Cream. The offer was made during one week only. Response: 24,442.

● On a Gene-and-Glenn broadcast, 3:45 to 4 p. m., Armand made one single mention of a sample. Response: 6,736 requests mailed before midnight the same day.

In short, if you sell to women or the home, WHO enables you to reach a mighty profitable audience at any hour of the day.

CENTRAL BROADCASTING COMPANY, DES MOINES

J. O. Maland, Manager — Phone 3-7147

The Central Station—WHO—Des Moines

ESSENTIAL TO COMPLETE RADIO COVERAGE OF IOWA OR THE MID-WEST

CLEARED-CHANNEL—50,000 WATTS—FULL-TIME

National Representatives: FREE & SLEININGER, Inc.—New York, Detroit, Chicago, Los Angeles, San Francisco

Sidewalk Broadcasts Sell Lucky Tiger

Free Speech Is the Rule on KRLD Program That Holds A Big Audience and Boosts Sponsor's Business

By EARLE F. BILLINGS
Midland Adv. Agency, Kansas City

THERE'S no luck about Lucky Tiger selling in Dallas, Mr. Billings would have you know. As an agency man he figures it is a matter of good programming and smart merchandising. At any rate, the sidewalk reporter type of program is proving effective for the sponsor. Incidentally, the curbstone commentators are handed slips with the questions so they can do a bit of heavy thinking before disseminating their views over the air.

FREE SPEECH is not only an inherent right that we Americans insist on exercising, but likewise it is an ancient, honored custom that has been streamlined and otherwise modernized by radio. On Jan. 6 this year a modernized "free speech" program made its debut on KRLD, Dallas. The announcer's words, "The Voice of Dallas is on the air", has become a signal for KRLD listeners to drop everything and give attention to the opinions of the passersby from the sidewalk, which are poured forth every day Monday through Friday.

Voice of Dallas mail gives interesting high lights on the reasons why this program has grown to be one of the most popular in the Southwest. Here are a few terse quotations from letters received: "I like the program because it affords everyone opportunity to blow off steam on important subjects", "It gets right down to the 'grass-roots' of human interest", "I'd rather miss a meal than miss *The Voice of Dallas*, because it's educational". "Opinions given on this program represent the real opinions of everyday folks". And so on through a daily mail that indicates an appreciative and unprecedented listening audience.

The broadcast originates in front of the largest hotel in Dallas and is sponsored by Lucky Tiger Mfg. Co., of Kansas City, (hair tonic).

Source of Questions

THE INTENSE listening interest is enhanced by inviting the public to submit questions to be asked the folks on the sidewalk. Only one question is used daily and this question is selected for its controversial value as well as for its timeliness and interest to the greatest number of people. Questions range from "Which is the better automobile driver — a man or a woman" to "Should religion, education and government be combined?"

And do the listeners like this? The answers may be found in the mailbag daily from KRLD's audience, which lives in four states at distances ranging up to three hundred miles from the station. More than a thousand letters and post cards are received weekly, and each with a question, many with praise for Lucky Tiger and its program. The program seems to have a peculiar appeal to women. Among several hundred women interviewed by telephone less than 1% were found who did not listen daily when they were at home. Many of them make special and frequent trips to the point of broadcast to help discuss questions in which they are particularly interested, and a large percentage said the program helped them settle many a question at home.

Jesse Milburn, versatile and popular announcer of KRLD, is the always smiling and clever Lucky Tiger Reporter who "pops" the question to the passersby. His persuasive good humor never fails to encourage any who might be "mike" shy or reticent. Each person interviewed receives from the reporter a generous supply of one of Lucky Tiger's products as a token of appreciation for the interview. "Today's Question" is the heading on small slips of paper, on which are printed the question and the sender's name. These are passed out to the street audience immediately before and during the broadcast for mental preparation previous to an interview. The question selected to discuss on the following day is given at the end of each program, so that listeners desiring to give their opinions may come to the point of broadcast.

To the persons who submit the questions used each day, Lucky Tiger awards a generous supply of its products and the writer of the most discussable question for the week is awarded a beautiful diamond ring.

Giving the Dallas listeners a pleasing program has spelled unusual success for Lucky Tiger in the territory covered by KRLD. A special anniversary bargain package was announced on the program and response was so great that jobbers and druggists found difficulty in keeping a sufficient supply for their customers. Lucky Tiger had to extend the anniversary package a month beyond the withdrawal date, owing to the unprecedented demand.

The commercial announcements are brief and written in a manner to appeal to the feminine angle, especially the housewife. The sponsors realize that the program going on at 11 a. m. should have the housewife appeal in its commercials.

When the Texas Centennial opens in Dallas in June, the *Lucky Tiger Reporter* will be featured on the grounds at various points of interest. He will interview visitors in the same manner as he now does in downtown Dallas.

Lucky Tiger renewed for 52 additional broadcasts on March 27.

BASEBALL VS. RADIO AGAIN

Sports Authority's Claim That Effect of Broadcasts Is Negligible Is Disputed by J.F. Hopkins

CLAIM of H. G. Salsinger, veteran sporting editor of *The Detroit News* and former president of the Baseball Writers Association, that baseball broadcasts neither increase nor decrease attendance at games, as published May 19 in the *News*, brought a reply from James F. Hopkins, manager of WJBK, Detroit local, in defense of broadcasts.

Mr. Salsinger took the position that winning teams, and not broadcasts, attract crowds. Sponsors, he said, do not want big crowds at games because their listening audience is thus decreased. As for minor league teams, he said club owners should offer teams of young players instead of building around big league castoffs if they wish to attract crowds to their parks.

This statement was made by Mr. Salsinger: "Detroit drew more than 1,000,000 customers at Navin Field before anyone heard of radio. Detroit drew less than 500,000 in 1932 and 1933, and lost money each year, although the best radio baseball broadcast in the country was being sent from the ball park each day."

Mr. Hopkins picked on this particular point for a detailed answer. "Change the 'although' to 'because'," he said, "and you've put into the mouths of the alarmists a statement which would be hard to refute—the figures being as they were—but for the fact that any attempt to prove such a point by means of attendance figures is too obviously superficial to merit second thought."

"There is much ground for the contention that radio furnished priceless publicity and saved the baseball industry from a much worse licking than it actually took during depression days," Mr. Hopkins said.

"As for your assertion that the sponsors of the Tigers' home game broadcasts must, as smart business men, want people to stay away and tune in, how do you reconcile such a statement with the fact that these sponsors are paying Tyson to urge his listeners, every day, to 'come out and see one of these games'? Do they do that just to be nice, or does the management request it, or do they, perhaps, recognize that their interests and those of the Detroit Baseball Co. are one, and that the individual most likely to tune in their broadcast is the individual whose love for the pastime leads him to see every possible game?"

"Ty" Tyson is the sports announcer of WWJ, *Detroit News* station.

Aldrich Blake Enjoined From Using Broadcasts Promoting Oil Securities

A WARNING to broadcasters in accepting business involving sale of securities was provided by a decision handed down May 19 by Justice Bailey of the Supreme Court of the District of Columbia in which Aldrich Blake and Aldrich Blake Inc. were permanently enjoined from violating the Securities Act in the sale of agreements entitling the purchaser to oil on a when, as and if produced basis.

Blake was charged by the Securities Exchange Commission with having failed to file five copies of his continuity five days before broadcasting it, as required by Rule 800 (d) of the SEC. Blake's contention was that in selling oil for a cent a barrel on a when, as and if produced basis he was not selling securities. The court ruled otherwise.

Justice Bailey expressed surprise that the FCC had done nothing about the case, since the SEC had filed its action Aug. 20, 1935 and had obtained a preliminary injunction a short time later.

The SEC has advised that stations in doubt about securities sponsorship contact it before permitting broadcasts involving the sale of securities.

Minneapolis Baseball

AFTER spirited competition between WCCO and WDGY, Minneapolis, over coverage of local minor league baseball games, General Mills Inc., that city, on May 22 signed a compromise contract for broadcasts sponsoring Wheaties. Byron Saam, announcer, will describe games over WCCO until that station shifts to CBS to take care of network commitments at 5 o'clock. In such case WCCO will announce that the play-by-play account for the balance of the game can be heard on WDGY, which is receiving Saam's accounts by wire from WCCO for the balance of the season. Originally WCCO had exclusive right to broadcast from the park. WDGY, also prevented from broadcasting Chicago games carried by Affiliated Broadcast Co., then installed a microphone in a Moose lodge adjoining the park and carried play-by-play accounts with a restaurant as sponsor.

Bond for Bond

GENERAL BAKING Co., New York (Bond bread) on May 25 took over the sponsorship of the daily baseball resumes by Ford Bond on WEAF, New York, 6:35-6:45 p. m., Mondays through Saturdays. The resumes are devoted largely to the highlights of games played that day by New York teams. When the New York teams are not scheduled other events will be described. Batten, Barton, Durstine & Osborn Inc., New York, placed the account.

H. LESLIE ATLASS, Chicago, CBS vice-president, has given the name "Columbia Artist", to a new horse for his stables. The name was submitted by Rex Schepp, radio banjoist, being chosen from 400 names submitted by WBBM artists. Other horses in his stables carry radio names such as "Radio Rhythm" and "Miss Columbia".

ROLL CALL *at* B. B. C.

KENDALL REFINING COMPANY

PRODUCERS, REFINERS AND MARKETERS
100% PURE BRADFORD GRADE PENNSYLVANIA PETROLEUM AND ITS PRODUCTS
MAIN OFFICE AND REFINERY
BRADFORD, PA.

May 15, 1936

Buffalo Broadcasting Corporation
Rand Building
Buffalo, New York

Gentlemen:

Five years have elapsed since the first Kendall Sports Review was broadcast by Roger Baker.

The fact that we have continued to renew our contract for this feature annually is an indication that we are well pleased with the program and what it is doing to keep our sales curve headed in the right direction.

We feel that Roger Baker has done a splendid job for us and would also like to express our appreciation for the fine cooperation we have received from the staff of the Buffalo Broadcasting Corporation in keeping our program alive and productive.

We sincerely believe that the Kendall Sports Review has played an important part in building and maintaining the splendid business we are enjoying in the territory covered by your Station WGR.

Yours very truly

KENDALL REFINING COMPANY

By J. B. Fisher
J. B. Fisher/A

On July 21st, the Kendall Company enters upon the seventh consecutive year of sponsorship of the Kendall Sports Review. The above photographic reproduction of a letter from Mr. J. B. Fisher is a success story which needs no qualification.

Roger Baker, originator of radio's oldest sports column, the Kendall Sports Review, probably has more local followers than Ted Husing or Graham McNamee.

ROGER BAKER, a BBC personality, is a pioneer in radio. He originated radio's oldest sports column, and broke records when he broadcast the World Series, the Little World Series and the play-offs in the International League, all in the same season.

Unquestionably Western New York's radio sports authority, he includes among his many activities play-by-play descriptions of International League home and road games, amateur boxing, golf, basketball, football, bicycle races, swimming, hockey and bowling.

Nationally, Roger Baker is unique. Locally, he is one of several BBC personalities who have been developed by an organization that consistently gives "network" showmanship to "local" programs.

Landsheft and Bonning, Inc., advertising agency for the gasoline division of the Kendall Refining Company, and long experienced in successful radio advertising, have repeatedly recognized BBC as a "preferred" buy.

WGR *. . . The Ends of the Dial . . .* **WKBW**

Owned and Operated by Buffalo Broadcasting Corporation
Represented by Free and Sleininger, Inc.

Convention Broadcast Setups Are Most Complete in History

Elaborate Plans Are Made by Parties and Networks For Coverage at Cleveland and Philadelphia

RADIO coverage of the political conventions will use systems of microphone coverage which include latest developments in pick-up methods and provide more complete service than has heretofore been possible.

Arrangements for coverage by NBC, CBS and Mutual networks have been completed except for last-minute details. Each network has signed batteries of well-known political analysts to supplement staff announcers at the Republican convention starting June 9 at Cleveland and the Democratic convention, starting June 23 in Philadelphia.

WOR, Newark, will broadcast comment by Gabriel Heatter, news broadcaster, under sponsorship of Modern Industrial Bank of New York. Heatter will speak from the Republican and Democratic convention halls.

Convention committees have allotted special news coverage facilities to broadcasters following refusal of the Standing Committee of the Press Galleries of Congress to allow radio reporters access to press facilities.

To Use 68 Microphones

AT THE Republican convention 68 microphones will be available to networks, with a microphone at each delegation. This will permit faster and better coverage of events on the floor. A wire from each microphone will be connected to the stage control panel and delegations will be signaled by means of lights and push buttons. Both NBC and CBS will use microwave transmitters by which roving announcers can transmit from any point for pickup by Cleveland station facilities. NBC tried out its microwave set at the Socialist convention which started at Cleveland May 22, interviewing Norman Thomas in a hotel room. Networks carried a number of programs from the Cleveland convention.

Alfred H. Morton, manager of the NBC program department, is in charge of that network's convention arrangements. For CBS, Henry Grossman, engineering executive, has directed technical arrangements.

CBS announces that besides the 68 convention microphones it will have 16 of its own located on the speakers stand, commentators platform, master control booth, bandstand and emergency auditorium studio. In addition it will have a parabolic microphone to pick up background noise.

CBS will route all network programs through the Cleveland auditorium to permit interruption at any time for news flashes. Paul White, CBS director of public events and special features, will break into non-convention programs when developments are deemed sufficiently important.

NBC will have a pause interpreter at the conventions to interpret lulls in the proceedings and explain procedure. William Hard, veteran analyst, is to fill this new post.

Among NBC commentators will be Walter Lippman, Dorothy Thompson, Edwin C. Hill, Lowell Thomas, as political analysts, and Graham McNamee, Fred Shawn, Carleton Smith and Charles Lyon, announcers, among others.

Mutual will have Arthur Sears Henning and Arthur M. Evans, of the *Chicago Tribune*, as well as Quinn Ryan, of WGN, Chicago, and Gabriel Heatter, of WOR, Newark.

CBS had not announced its complete convention staff as BROADCASTING staff but Robert Trout will fill the No. 1 post, assisted by H. V. Kaltenborn and Maebelle Jennings, CBS news commentators. Boake Carter will make his Philco news broadcasts from the conventions. Paul Mallon, political analyst, will provide background.

The microphone arrangements at the Democratic convention will differ in some respects. Instead of placing microphones at each delegation, a series of microphones will be suspended from above on swinging arms, being designed to reach any point on the floor. Microphones on the platform will be concealed in a number of cases. Platform arrangements will be somewhat similar at both conventions.

Democratic Arrangements

BROADCASTS from the Democratic party convention are to be concentrated largely between the hours of 2 and 5 p. m., and after 10 p. m., to avoid all possible conflict with regularly scheduled commercials over the networks, it was decided May 14 at a meeting of broadcasting representatives with officials of the Democratic National Committee.

Simultaneously, it was learned, there will be no difficulty about clearance of Warner Bros. music which may be picked up from the convention floor. Herman Starr, Warner vice president, informed William B. Dolph, Democratic radio director, May 15, that he regarded the convention broadcasts as a "public service", and that as a consequence, his organization would not interfere in any way with the broadcasting of Warner compositions over networks or stations not licensed by his company when the numbers originated spontaneously from the convention floor.

It is still the intention of the Committee, however, to avoid so far as possible, performance of Warner music by floor bands. Bands will be required to submit lists in advance, and a copyright "checker" will be on the floor.

Avoiding Conflicts

AT THE May 14 meeting, all final arrangements were made for the convention broadcasts. The decision to attempt to concentrate important broadcasts between 2 and 5 in the afternoons and after 10 o'clock at night, was reached by mutual agreement, since this will minimize chances of breaking into regularly scheduled programs to which many listeners look forward.

A special radio news section will be provided at the convention hall, to accommodate some two dozen radio press association men as well as radio news commentators. This was arranged after the Standing Committee of the Press Galleries of Congress refused to allow radio reporters access to the regular press facilities.

Broadcasting from the floor will be NBC, CBS, Mutual, Inter-City Group and WFIL, Philadelphia. Original plans did not include WFIL, and an extra booth is being installed to allow it to handle what is expected to be a running commentary of the convention.

All of these groups were represented at the May 14 meeting held in Washington. For the committee there were present Charles A. Michelson, director of publicity, Mr. Dolph and Oliver A. Quayle, assistant to W. Forbes Morgan, chairman of the convention arrangements committee. F. M. Russell, Washington vice president, and Alfred H. Morton, manager, program department, were present for NBC; Paul White, director of special events, and Wells Church, assistant manager of WJSV, for CBS; G. W. Johnstone, public relations director for WOR, and J. R. Poppele, WOR chief engineer, for Mutual; Richard E. Fishell, special events director, WMCA, and Jimmy Allen, program director, WIP, for Inter-City, and Samuel R. Rosenbaum, president, and Donald Withycomb, general manager, for WFIL.

From New York Sun

"This is that program for shut-ins I been tellin' you about."

Duke Power Campaign

DUKE POWER Co., Charlotte, N. C., operating in the Carolinas, has started a new schedule on seven stations in that region. It includes: Six quarter-hour transcriptions weekly on WSPA, Spartanburg, S. C., and Greenville, S. C.; three quarter-hour transcriptions on WAIM, Anderson, S. C.; three live talent programs weekly on WBIG, Greensboro, N. C., WSJS, Winston-Salem, N. C., and WBT, Charlotte, N. C.; six weekly five-minute news programs on WSOC, Charlotte; J. Carson Brantley Adv. Agency, Salisbury, N. C., is placing the campaign.

AMOS 'N' ANDY will broadcast from NBC Hollywood studios, starting June 8, having decided to spend the summer there. Bill Hay will be given a vacation.

NEW NBC PROGRAMS PLANNED BY P. & G.

PROCTOR & GAMBLE Co., Cincinnati (Chipso) on May 25 began a new series of programs over 10 NBC - Blue stations, Mondays through Fridays, 10:15-10:30 a. m., with WHAM joining on May 28, and WLS on June 1. The program, *Home Sweet Home*, was heard last winter over an NBC-Red network. The program will be heard as far West as Chicago and is signed for 19 weeks. Another P & G program, *Vic & Sade*, directly precedes the Chipso broadcast, but is heard on only three stations, WJZ, WHAM, WSYR.

Toward the end of June, *Capt. Tim's Adventure Stories* sponsored by P & G (Ivory soap) will sign off a three-station NBC-Blue network (WJZ, WBZ-WBZA) for the summer, to return in the fall. About July 1 P & G is expected to announce three more NBC programs. Whether they will be new or repeat broadcasts of the programs now on NBC-Red network is not known. It is assumed that two of the programs will follow the Chipso program, thereby taking in the 10-11 a. m. hour over the NBC-Blue network.

P & G now has on the NBC networks a total of eight programs of which all but one, *Capt. Tim's Adventure Stories*, are broadcast Mondays through Fridays. Two of the programs promote Chipso, two Crisco, one each for Camay soap, Ivory soap, Ivory flakes and Oxydol.

Three agencies share the P & G radio account with Blackman Adv. Inc., New York, handling Ivory soap, Ivory flakes, Chipso and Crisco. Blackett-Sample-Hummert Inc., Chicago, services the Oxydol account and Pedlar & Ryan Inc., New York, has Camay soap.

Prof. Quiz Series Tested By G. Washington Coffee

G. WASHINGTON COFFEE REFINING Co., Morris Plains, N. J. (instant coffee) is testing *Prof. Quiz and His Nite School of the Air* on WJSV, Washington, with possible extension of the program to a network if the tests are successful. Cecil, Warwick & Cecil Inc., New York, is the agency.

The program includes a number of novel features. Eight contestants participate and they are offered the sponsor's coffee for correct answers to quaint questions, and the gong for incorrect answers. The winner receives a $10 cash prize. In addition, three listeners each week are awarded $5 for submitting questions. The program is a half-hour feature using a Saturday night period and is broadcast from the Willard Hotel auditorium. G. Washington for several years sponsored the network *Sherlock Holmes* series.

Roso-Clean to Expand

ROSO-CLEAN Co., Salisbury, N. C. (perfumed cleanser) has been testing on WBT, Charlotte, N. C., with three announcements weekly and expects to add stations in South Carolina and Georgia in the next few weeks. J. Carson Brantley Adv. Agency, Salisbury, N. C., has the account.

1,000 WATTS ON 710 KC.

Station KIRO, completely revamped both as to equipment and personnel, with increased power on a valuable, uncrowded frequency, now offers national advertisers the most powerful medium in the great Pacific Northwest market. Preliminary results of field strength surveys, nearing completion, give every indication that KIRO has the greatest coverage of the million and a quarter people in this market.

Management of KIRO, under the able leadership of "Tubby" Quilliam, is both aggressive and progressive. Close cooperation is maintained with the Seattle Star, the University of Washington and civic organizations generally. News and sports are heavily featured and well sponsored. For example, General Mills bought Seattle Pacific Coast League baseball—and Associated Oil bought University of Washington track and basketball broadcast exclusively on KIRO.

KIRO, with 1000 watts on 710 kc. can do a real job for you. For further details, call John Blair & Company.

TO BETTER SERVE THE NATIONAL FIELD
STATION KIRO
ANNOUNCES THE APPOINTMENT OF
JOHN BLAIR & CO.
AS EXCLUSIVE
NATIONAL SALES
REPRESENTATIVES

GREATEST COVERAGE OF ANY STATION IN WESTERN WASHINGTON

1,000 WATTS **KIRO** 710 KILOCYCLES

QUEEN CITY BROADCASTING CO., INC.
COBB BLDG., SEATTLE, WASH.

National Representatives: John Blair & Co. • New York • Chicago • Detroit • San Francisco

West Coast, Texas Station Receipts Shown by Census

Employment Data Also Given In Government's Figures

TOTAL receipts of 77 Pacific Coast stations during 1935 amounted to $6,441,623, according to additional data in the U. S. Census of Business, just made public by the Census Bureau. Receipts of the 30 stations in Texas amounted to $2,220,821, the Census Bureau found. (New England census data in May 15 BROADCASTING.)

In both West Coast and Texas stations more than half of the receipts came from local advertisers, the remainder being split almost evenly between national and regional spot and national and regional network.

Employment Data

THE 30 Texas stations employed a total of 554 persons (monthly average) with an annual pay roll in 1935 of $771,395. More than 88% of this pay roll was received by full-time employes. Monthly employment figures indicate relatively little seasonal fluctuation. They range from a low of 524 in January to a high of 580 in October.

The 77 Pacific Coast stations employed a total of 1,988 persons (monthly average) with an annual pay roll in 1935 of $3,202,573. More than 88% of this pay roll was paid to full-time employes.

During a representative week used for more detailed analysis of employment and pay rolls, a total of 2,051 full-time and part-time employes was reported. Of this number 1,537 (or 74.9%) were men and 514 were women. Part-time employes accounted for 28.6% of the number and received 13.1% of the total pay roll.

Detailed data on receipts and employment will be found in adjoining columns.

Call Letters Assigned

CALL letters for nine new broadcast stations have been assigned by the FCC. They are: KANS, Wichita, Kan., operated by Charles C. Theis, 1210 kc. 100 w. unlimited; KBST, Big Spring, Tex., Big Spring Herald Broadcasting Co., 1500 kc. 100 w unlimited; KDNC, Lewiston, Mont., Democrat News Co. Inc., 1200 kc. 100 w unlimited; KPLT, Paris, Tex., North Texas Broadcasting Co., 1500 kc. 100 w daytime; KRBC, Abilene, Tex., Reporter Broadcasting Co., 1420 kc. 100 w. unlimited; WAYX, Waycross, Ga., Waycross Broadcasting Co., 1200 kc. 100 w. unlimited; WFOY, St. Augustine, Fla., Fountain of Youth Properties Inc., 1210 kc. 100 w. unlimited; WJRD, James R. Doss Jr., Tuscaloosa, Ala., 1200 kc. 100 w. daytime; WNLC, New London, Conn., Thames Broadcasting Corp., 1500 kc. 100 w. D.

WASEY PRODUCTS Inc., New York (Zemo, Musterole, Kreml) will add the NBC northwestern group of stations to *Voice of Experience* on NBC-Red network, Sundays, 1-1:30 p. m., if and when available. Erwin, Wasey & Co., New York, is the agency.

REVENUE FROM SALE OF TIME

	Texas	*Calif.*	*Ore.*	*Wash.*
National-Regional Network	$ 449,117	$1,031,931	$167,123	$ 297,431
National Spot (non-network)	505,913	1,008,468	117,791	200,607
Local Advertising	1,265,791	2,605,377	407,522	605,373
Total	$2,220,821	$4,645,776	$692,436	$1,103,411

Analysis of Employment, Pay Rolls—Pacific Coast

(For Representative Week)

	*All Employes** (One Week)		*Full-time Employes* Pay Roll			*Part-time Employes* Pay Roll		
	No.	*Pay Roll*	*No.*	*Total*	*Avg.*	*No.*	*Total*	*Avg.*
Total	2051	$62,737	1464	$54,493	$37.22	587	$8,244	$14.04
Executives	64	5,277	61	5,220	85.57	3	57	19.00
Supervisors	111	7,087	107	6,958	44.31	4	129	32.25
Office and Clerical	277	6,643	252	6,335	25.13	25	308	12.32
Station Technicians	314	10,343	299	10,133	33.88	15	210	14.00
Station Talent:								
Artists	839	20,763	377	14,148	37.52	462	6,615	14.31
Announcers	197	5,718	184	5,551	30.16	13	167	12.82
Other †	249	6,906	184	6,148	33.41	65	758	11.66

* Does not include employes such as entertainers and other talent supplied by advertisers, nor employes of radio networks.

† "Other" includes employes not otherwise classified. Persons performing a variety of functions where no one function requires a major portion of the employe's time, and continuity writers, are included here. Salesmen are also listed as "other".

Texas

	*All Employes** (One Week)		*Full-time Employes* Pay Roll			*Part-time Employes* Pay Roll		
	No.	*Pay Roll*	*No.*	*Total*	*Avg.*	*No.*	*Total*	*Avg.*
Total	584	$15,756	464	$14,016	$30.20	120	$1,740	$14.50
Executives	23	1,515	20	1,433	71.65	3	82	27.33
Supervisors	35	1,622	33	1,606	48.66	2	16	8.00
Office and Clerical	81	1,646	77	1,594	20.70	4	52	13.00
Station Technicians	119	3,647	118	3,641	30.85	1	6	6.00
Station Talent:								
Artists	162	3,006	62	1,580	25.48	100	1,426	14.26
Announcers	97	2,455	93	2,427	26.09	4	28	7.00
Other †	67	1,865	61	1,735	28.44	6	130	21.66

New York Milk Campaign Suffers Curtailed Funds

THE Hollowell bill which continues the New York State milk advertising campaign for another year was signed May 22 by Governor Lehman. As presented to the Legislature it asked for an appropriation of $400,000, the same as last year, but the Assembly reduced it to $250,000. The excise tax which supports the campaign was reduced ⅝ of a cent a 100 pounds, having been 1 cent per 100 pounds.

As in the past an agency will be selected to handle this account after plans have been submitted to Peter G. Ten Eyck, New York State Commissioner of Agriculture and Markets. Radio has been used since the milk publicity campaigns were conceived two years ago. The first year N. W. Ayer & Son Inc., New York, had the account and used a quarter-hour serial four days a week over a special CBS network. Last season J. M. Mathes Inc., New York, was appointed to service the account and used extensive spot announcements to tie-in with printed media.

Texaco Discs Go North

TEXAS Co., New York (Texaco) is planning to expand its disc campaign, *Unsolved Mysteries*, running in Southern states for a number of weeks, into Northern territory in the near future. The disc campaign was launched as a test and it is understood that it has been successful, leading to its broadened coverage. Hanff-Metzger Inc., New York, has the account.

Washington Post Asks Apex Station

SUPPLEMENTING its application for a new station in Washington to use the facilities of WMAL, NBC-outlet, the *Washington Post* on May 26 filed with the FCC Broadcast Division an application for an ultra-high frequency (apex) broadcasting station. The application, one of the first to be filed pursuant to the new rules adopted by the FCC, asks for a 100-watt outlet on four of the high frequencies.

On May 14 the *Post* filed for use of the WMAL facilities. WMAL, now leased by NBC, is embroiled in litigation over a purchase arrangement whereby Hearst Radio Inc., was to have acquired the station for $285,000 from the estate of M. A. Leese. Hearst sued for specific performance of contract and the case is still pending in the District of Columbia Supreme Court.

WBNX Goes to 1 Kw.

EFFECTIVE Sept. 15, WNBX, New York independent, will begin operations with a four-fold increase in power under an FCC Broadcast Division decision sustaining the recommendation of Examiner John P. Bramhall. The action was taken May 1 but was not announced until a fortnight later. The station, operated by the Standard Cahill Co. Inc., is assigned to the 1350 kc. channel, and has been using 250 watts. The action authorizes it to increase its power to 1,000 watts and to move the transmitter location.

Continental Seeks Outlet in Capital

Scripps-Howard Is Applicant For 1230 or 1310 Channel

TWO ADDITIONAL applications for broadcasting stations in Washington, contingent upon the request of WOL for change from a local to a regional assignment, were filed May 26 by the Continental Radio Co., subsidiary of Scripps-Howard Newspapers. Scripps-Howard publishes the *Washington Daily News*, one of its 24 newspapers.

The Continental applications, signed by James C. Hanrahan, vice president, supplement two pending requests for new stations by the same applicant in Toledo and Columbus. At the hearing on the former application last month Mr. Hanrahan testified Scripps-Howard hopes to acquire radio station affiliations in a number of cities in which it publishes newspapers.

One of the Continental applications requests assignments on 1230 kc., a regional channel, with 1,000 watts day and night. This is the assignment sought by WOL. In the event the WOL assignment is made, Continental also applies for the present WOL facility with 100 watts on the 1310 kc. local channel.

William B. Dolph, manager of WOL, also has requested the present local assignment in case his station is granted the regional facility. Former Senator C. C. Dill likewise has requested assignments on both frequencies in his own name. In addition, the *Washington Post* has filed for the facilities of WMAL, NBC outlet which is now involved in litigation for specific performance of contract with respect to its projected sale to Hearst Radio Inc., for $285,000.

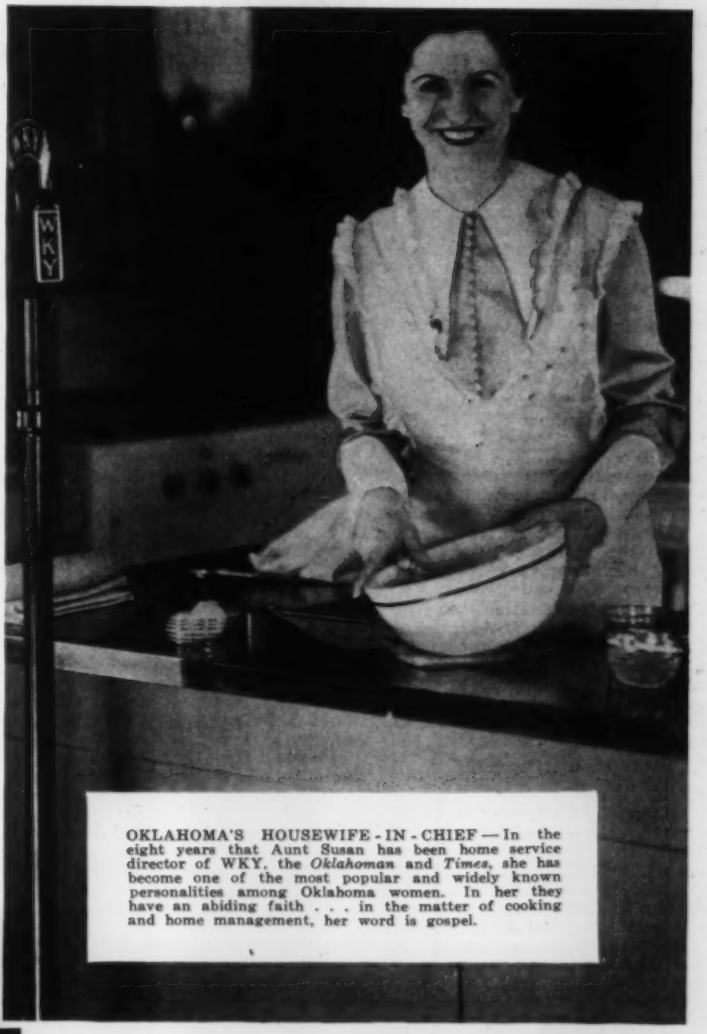
Scripps-Howard already operates WNOX, Knoxville, regional, and WCPO, Cincinnati local. A meeting of Scripps-Howard editors was held in Cincinnati during the week of May 18—a regular quadrenniel session held prior to presidential elections. Newspaper ownership of radio stations and how they fit into newspaper operation, it is understood, was discussed at the meeting with the discussion led by Karl A. Bickel, president of Continental and Mr. Hanrahan.

WSGN Sale Approved

ASSIGNMENT of WSGN, Birmingham, Ala., from the Broyles Furniture Co., to the *Birmingham News* was approved May 14 by the FCC Broadcast Division. The station, operating on 1310 kc., with 100 watts night and 250 day, is not network-affiliated, and has been under several different managements during the last few years. Simultaneously the Division set for hearing the *News* application for a new station on 590 kc., with 500 watts night and 1,000 watts day, unlimited time. The *News* formerly was the licensee of WAPI, have time clear-channel station in Birmingham, but Victor H. Hanson, its president and publisher, "donated" the station to the state, feeling at that time that it could serve no useful purpose as a newspaper adjunct.

A SALES SPUR You Couldn't Buy Till NOW

A Direct Tie-up with the WKY Feature That for Eight Years Has Stood No. 1 with Oklahoma Women!



OKLAHOMA'S HOUSEWIFE-IN-CHIEF — In the eight years that Aunt Susan has been home service director of WKY, the *Oklahoman* and *Times*, she has become one of the most popular and widely known personalities among Oklahoma women. In her they have an abiding faith . . . in the matter of cooking and home management, her word is gospel.

FOR the first time in eight years, WKY is offering advertisers the opportunity of a direct tie-up on the air between their products and Aunt Susan, the station's home service director.

Aunt Susan's morning chats with housewives about cooking and homemaking have been a sustaining feature on WKY six mornings a week for eight years. Her natural ability as a showman, her engaging style at the microphone and her rich background of experience have drawn sustained interest to her programs from the largest group of Oklahoma housewives reached by any program on the air in this state.

Aunt Susan is today one of the most widely known, most written-to, most esteemed personalities among women in Oklahoma.

Participating sponsorship, providing mention of product at beginning and end of program, is available to a very limited number of food products or home appliances at a very nominal monthly rate.

Write or wire for full particulars.

Aunt Susan's kitchen-studio, above, from which she broadcasts daily. A hundred studio guests can be accommodated for broadcasts and special demonstrations.

The eyes and ears of Oklahoma women are turned to the ideal kitchen in WKY's new studios.

ABOVE: Close-up of the specially designed cabinets and cupboards.
LEFT: Close-up of electric kitchen, the fulfillment of every woman's ideal and dream.

WKY • OKLAHOMA CITY

Affiliated with The Daily Oklahoman, The Times and The Farmer-Stockman

E. KATZ SPECIAL ADVERTISING AGENCY — REPRESENTATIVE

THE ONLY FULL-TIME STATION IN OKLAHOMA CARRYING NBC PROGRAMS

Progress in Ultra-High Bands Is Keynote of FCC Hearing

Government Not Expected to Demand Bulk of Bands In Higher Frequencies; Many Witnesses Listed

FINAL plans for the extraordinary hearings to begin before the FCC June 15 to chart the future of radio development in the ultra-high frequencies are being whipped into shape, with 200 to 300 persons, including outstanding figures in the broadcasting, communications, and scientific radio fields, expected to attend.

Intense interest in the hearings has been evinced by high administration officials and the agenda has been discussed with President Roosevelt by FCC Chairman Prall and Chief Engineer T. A. M. Craven. The keynote of the hearings, it is reported, will be maximum development of radio in this new sphere, looking toward future services like television, facsimile and ultra-high broadcasting, as well as the communications aspects of high-frequency operation in the non-broadcasting field.

The closing notification date for the hearings is June 1. As BROADCASTING went to press some 30 companies and groups had filed statements of intended appearances, along with various government agencies and radio associations.

Government Demands

AMONG those to testify are David Sarnoff, RCA president and chairman of NBC; William S. Paley, CBS president; Dr. Frank Conrad, Westinghouse engineer who built KDKA and placed it in operation in 1920 as the first regular broadcasting station; James W. Baldwin, NAB managing director, and broadcasters and engineers representing many units of the industry. The broadcasting testimony is expected to culminate in a plea for sufficient facilities in the band between 30,000 and 110,000 kc., and above, to accommodate the reasonable needs of broadcasting. The technical engineering case for the NAB will be presented by Dr. Charles B. Aiken, assistant professor of electrical engineering of Purdue University in charge of communications, who was retained by Mr. Baldwin.

On May 23, the Interdepartmental Committee on Radio, representing all governmental establishments, held a session to map out its program for the conference. The plan is for it to represent all government departments, including Navy, Army, Bureau of Air Commerce, and other services which are expected to ask for frequencies in the ultra-high range for national defense and safety of life services. It is expected that Dr. J. H. Dellinger, chief of the Radio Section, Bureau of Standards, will present the government's case.

At first it had been thought the government would ask the President to allocate the majority of the waves for departmental use, but it is now understood that only a "reasonable portion" will be sought and that no effort will be made to impede future broadcasting developments through demands for the bulk of the available facilities. This is particularly so in visual broadcasting, it is understood.

The theme of the hearings, from the FCC standpoint, is that radio is entering new vistas which seem destined to overshadow even the present development. It is felt that development of new services should be encouraged rather than impeded by the government and that the goal should be one of cooperation rather than government "policing" operations to an extent detrimental to progress. This policy, it is reported, has the full endorsement of administration spokesmen.

Under tentative plans, the hearings will be divided into four phases. At the opening session June 15 Chairman Prall is expected to outline the general purposes of the hearings and Chief Engineer T. A. M. Craven, upon whose recommendation the hearings were called, will describe the issues from the FCC's standpoint and the problems it faces in regulating use of the high frequencies. He will emphasize international aspects, looking toward the Cairo International Telecommunications conference in 1938.

Next the Interdepartmental Committee is to present testimony as to national defense and peacetime public requirements. Thirdly, important industry leaders such as Mr. Sarnoff, who represents broadcasting, communications and manufacturing, and Dr. Frank B. Jewett, president of Bell Telephone Laboratories, will be asked to outline their views, covering broad, general and economic future needs and trends. In this group too, there may be the NAB, representing the industry as a whole, and the representatives of the respective networks, along with such figures as S. N. Kintner, vice president of Westinghouse in charge of engineering, and Dr. Conrad.

Finally, the purely technical aspects of the use of ultra-highs will be covered with testimony from individuals and groups on such matters as television, facsimile, ultra-high broadcasting, international broadcasting, transoceanic communications, aviation, police, amateur, marine, and manufacturing. In this latter group, it is expected, will be the Radio Manufacturers Association and its individual members such as RCA and Philco, Bell System manufacturing units, International Telephone & Telegraph, American Radio Relay League, and individual broadcasting stations and experimenters reporting on their expected needs.

Based on results of the hearings, it is tentatively planned to have a visual broadcasting hearing perhaps next fall to cover specific development of television and facsimile. It seems a foregone conclusion that visual broadcasting will hold the greatest interest at the June 15 hearings.

In addition to the NAB and the networks, the so-called clear channel group of stations has indicated it will appear at the June 15 hearing through its counsel, Louis G. Caldwell. These stations seek to preserve the future status of clear channels with super-power. Among the independent stations which have indicated they will appear are WBEN, Buffalo, and WNBH, New Bedford, Mass.

The procedure contemplated is that of permitting witnesses to present statements without being sworn as at formal hearings. FCC counsel and engineers will be permitted to interrogate witnesses but they will not be compelled to answer. If private parties attending the hearings wish to put questions to witnesses, they must submit them in writing to the Chairman.

WHO'S CHAMPEEN?
Kendrick Challenges Maland's Right to Milking Title

DECISION as to the cow milking championship of the NAB is to be definitely settled during the Chicago Convention if the wishes of Joe Maland, manager of WHO, Des Moines, and present claimant of the belt, and his manager, James L. Free, president of Free & Sleininger Inc., are respected, it is revealed in correspondence between champion, his manager, a challenger and the challenger's manager.

D. E. "Plug" Kendrick, of WIRE, Indianapolis, the challenger, and Glenn Snyder, WLS, Chicago, his manager, have engaged in a heated exchange of correspondence with Maland and Free over details of the forthcoming battle, and, while the exact status of the battle isn't as yet determined, Maland is already claiming a victory over Kendrick because of the latter's expressed inability to attend the NAB meeting.

FROM LOCAL RED & WHITE FOOD STORES
Group sponsors of KUJ Silver Sales Campaign
Customers turned in sales slips and labels totaling over $ 62,000.00
Would you call that good results?
KUJ SILVER SALES SLIPS
Amazing Results!
Over $300,000.00 Local retail sales
13 WEEK ADVERTISING CAMPAIGN
LOOK AT THE SALES SLIPS

FROM A CONTEST—KUJ, Walla Walla, Wash., staged a 13-week contest and got sales slips and labels representing $300,000 in purchases.

Brooklyn Case Hearing Is Shifted to September

POSTPONEMENT until Sept. 9 of the rehearing of the three-year-old "Brooklyn cases" was ordered by the FCC May 18, the date on which the retrial originally was set. When the FCC convened the hearing, with some 60 parties in interest present, Chairman Prall read a telegram from Preston B. Goodfellow, president of the *Brooklyn Daily Eagle*, one of the applicants stating that W. Burgess Nesbitt, one of the *Eagle* witnesses, had suffered a broken leg in Tuscon, Ariz., and would be unable to attend. As a consequence, it was decided to defer the hearing until after the summer recess. The injury, it was said, occurred about six weeks ago.

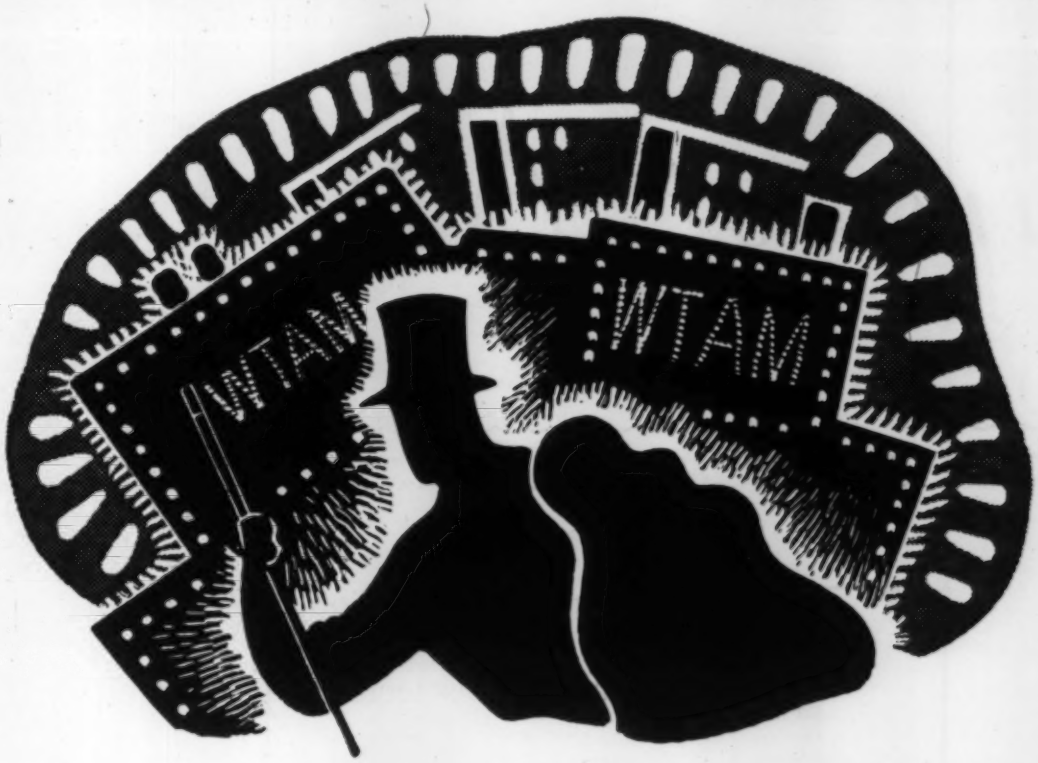
The FCC en banc ordered the rehearing after new parties had entered the case. First it had decided to order deletion of three of the four stations which share time on the 1400 kc. channel in Brooklyn. Under this decision WBBC, the fourth station, would have been given half-time, and the *Eagle*, the other half. Subsequently, WLTH and WARD filed apolications for assignment of their facilities to Kings Broadcasting Co., controlled by the Jewish language newspaper *The Day*.

FTC Stipulations

THE Federal Trade Commission announces the following actions involving radio advertisers: Stipulations to cease alleged unfair methods signed by Ossola Bros., Pittsburgh (olive oil) to cease using "imported from Italy" in descriptions; Montgomery Ward & Co. to cease use of "turtle oil" in designating Footlight Turtle Oil Cream; Luckey Tiger Mfg. Co., Kansas City, to revise claims for its ointment; M. L. Clein & Co., Atlanta, to revise claims for Mentho-Mulsion. Complaints charging unfair competition filed against Tarzana Mineral Water Co., Hollywood; G. Lindholm Co. Inc., Brooklyn (Evans Dermectro Electric Comb).

Cocomalt on CBS in Fall

COCOMALT Co., Hoboken, N. J. (beverage) will return to the air this fall, tenatively set for Sept. 20, over a CBS network, Sundays, 6-6:30 p. m. The last Cocomalt program was the *Buck Rogers* series. Joe Penner and Bob Crosby's orchestra will be the talent. Ruthrauff & Ryan Inc., New York, has the account.



"GOING TO TOWN"

Cleveland is the metropolitan center of Northern Ohio. The only high power, clear channel station in this populous section is WTAM. Advertisers who use the services of WTAM cover the entire Cleveland Chamber of Commerce Retail Trade area—a rich, responsive market.

WTAM **50,000 WATTS**
NBC Red Network
CLEVELAND

Completely programmed by NBC

First of All, Consid

THE Raymer organization takes pride in the fact that its men have been selected only after the most searching investigation. Experience, of course, was a major consideration, but mere selling experience was not enough. It had to be specific, successful experience in the selling of national advertising. Evidence of this is the unique fact that every Raymer man has had at least ten years of just this background.

But over and above this matter of training, they had to have such qualities as imagination and tact.... For visualizing day by day each station's changing story. For the ability to always present it properly. And to balance the presentation, dependably, with a sound comprehension of the advertiser's requirements.

dr the Men . . . . . .

KWK	St. Louis	NBC
WJAS	Pittsburgh	CBS
WSYR	Syracuse	NBC
WHEC	Rochester	CBS
KSTP	Minneapolis-St. Paul	NBC
WRVA	Richmond	NBC
WLAC	Nashville	CBS
WDOD	Chattanooga	CBS
WREC	Memphis	CBS
WBRC	Birmingham	CBS
WTOC	Savannah	CBS
WPRO	Providence	MB-YN
WSBT	South Bend	CBS
WMBR	Jacksonville	CBS

PAUL H. RAYMER COMPANY

RADIO STATION REPRESENTATIVES

NEW YORK
366 Madison Ave.
Murray Hill 2-8690

CHICAGO
Tribune Tower
Superior 4473

DETROIT
General Motors Bldg.
Trinity 2-8060

SAN FRANCISCO
Russ Building
Douglas 1294

XUM

What Is Radio Advertising

BY STATION BREAK

RECENTLY we have been mulling over various publications on the fundamental aspects of radio advertising . . . what high-brows might term its "philosophy".

* * *

WE RECEIVED several ideas from Hettinger's pioneer *Decade of Radio Advertising* . . . that the differing voices of announcers might be employed as are different type faces in printing . . . that the advertiser presenting a program is analogous to an advertiser who furnished both the editorial material and the ad in a publication . . . that popular music is popular and other music lasts longer in favor with listeners because of fundamental psychological considerations.

IT INTERESTED us to note that an increasing number of programs are employing two or more voices on an announcement much as a printer would use italics or other type faces.

* * *

FROM Columbia's *Exact Measurements of the Spoken Word* we learned that psychologists had noticed the superiority of auditory suggestion by means of spoken language to visual suggestion as early as 1902.

* * *

FROM NBC's *Let's Look at Radio Together* we received some new ideas regarding the psychology of listeners respecting the program . . . outstanding among which was the fact that the radio audience is the most responsive and appreciate of all groups exposed to the advertiser's message.

* * *

WE MIGHT add books such as Lumley's *Measurement in Radio*, Pear's *Voice and Personality in Radio Broadcasting*, Cantril and Allport's *Psychology of Radio* and brochures such as CBS's *We Do As We're Told* and *The Added Increment.*

* * *

READING these and conversing with our friends in the industry gave rise to an ambition that would not be downed . . . to present our own ideas of radio as an advertising medium . . . which we have resolved to do during the course of future columns. *Your ideas also will be appreciated.*

* * *

THE BEST starting point for any survey is a bird's-eye view of the field to be covered. Such a view of radio reveals four fundamental characteristics.

1. RADIO programs may be listened to wherever the station signal can be heard satisfactorily.

* * *

2. RADIO is entertainment, news and education . . . *and the fact that the advertiser furnishes both the program material and the commercial announcement enables him to secure the full benefits of the editorial and advertising aspects of radio.*

* * *

3. BROADCASTING exists in *time* . . . a highly inelastic and unavoidable element compared to the advertising aspects of space.

* * *

4. BROADCASTING deals with sound . . . *which gives it the full power of music, the complete force of spoken language and the persuasive power of the human voice.*

* * *

PROBABLY these ideas seem trite to you . . . and so they should. But will the multiplicity of results which emanate from them seem so? . . . We hope not. Let's examine this angle . . . confining our present inspection to the first observation . . . *that radio may be listened to wherever the station signal can be heard satisfactorily.*

* * *

POSSESSION of a receiving set makes available to the listener the programs of all the stations which can be heard in his locality. It does not require the purchase of a second periodical to enable a set owner to avail himself of a desired feature story . . . He merely turns the dial.

* * *

THIS FACT makes every listener within the service range of a station a part of the potential audience for every program broadcast over it . . . for if the program is sufficiently outstanding in its entertainment value and is skilfully enough promoted among the potential audience . . . many . . . if not the greatest majority of sets will be turned to it.

* * *

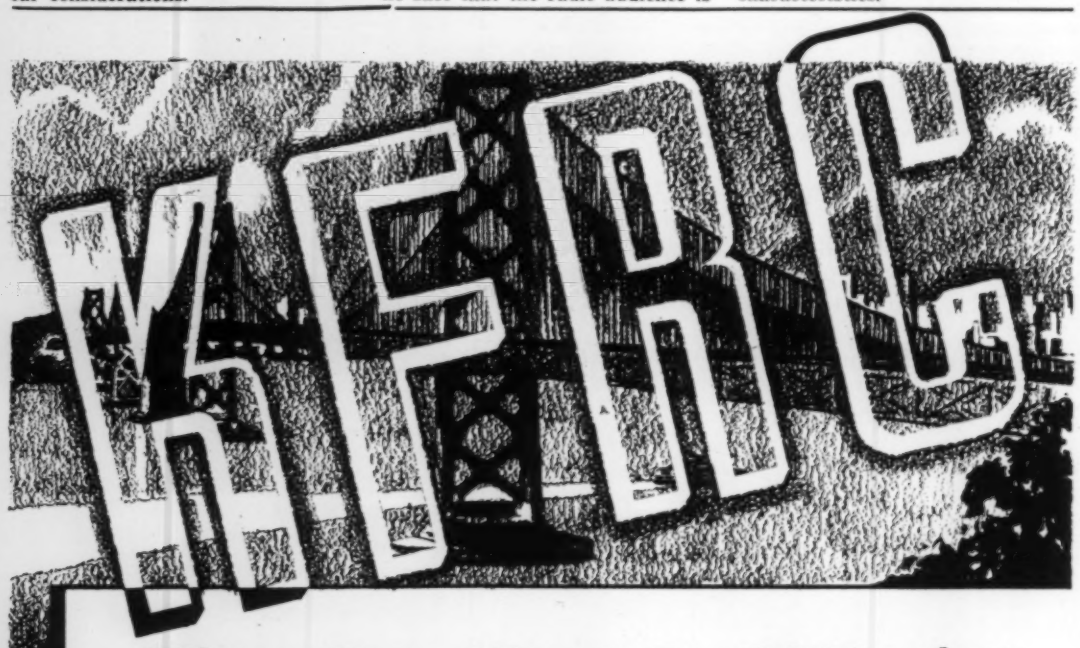
THIS first fundamental of radio broadcasting affords the advertiser unique advantages. It provides him with a potential circulation of unparalleled size . . . a circulation comprising all of the listeners to all of the stations which can be heard within the service area of the transmitter which he employs.

* * *

BECAUSE of the ease with which this circulation can shift from one station to another it provides the advertiser with unexcelled opportunity to make large portions of this total potential audience actual listeners to his program and sales message. As one acquaintance of ours puts it . . . no medium provides the enterprising advertiser with the bonus circulation possible in radio.

* * *

IN NO MEDIUM is knowledge and showmanship rewarded as highly and as directly as in radio broadcasting. (The next time we'll deal with the listeners' reaction to the advertiser's program.)



When You Want To SELL the San Francisco -- Oakland Market

For more than twelve years an ever-growing number of advertisers have used this pioneer station of the West ... KFRC ... to sell their products in San Francisco ... in Oakland ... in adjoining cities..and in 33 counties that comprise the rich northern California market.

That KFRC has kept pace with the steady, substantial growth of the northern half of California is a tribute to KFRC's consistent ability to attract and hold an unusually large and RESPONSIVE listening audience.

Put your next spot campaign in the San Francisco - Oakland market on KFRC and expect BETTER results. Telephone, wire, or write today for the complete story about KFRC.

DON LEE BROADCASTING SYSTEM

Los Angeles Office, 1076 West 7th Street — San Francisco Office, 1000 Van Ness Avenue

Hawaii Hangs a Lei Around Our Neck . . .

a smooth start a smooth show!

ALWAYS *with*

Associated
Recorded Program Service

From Hawaii—synonymous with serene smoothness and a natural love of music —comes unsolicited tribute to the quality of Associated recordings.

The general manager of Station KGMB, Honolulu, writes:

"This station probably uses more transcriptions than any station in the United States, due to a scarcity of good musical talent, to the few programs we get from the network and to our desire to get away from phonograph records.

Whereas most stations use one or possibly two transcription libraries, we use several. Therefore, when we tell you that ARPS material is *particularly outstanding*, you will know that we are in a position to *judge fairly by comparison.*

The quality is unsurpassed, the material is very good, and I particularly want to pass along a *word of praise for the uniformity of cutting grooves at the beginning of the numbers.* If I were you, I would use this in your advertising for the reason that some of the other transcription services can't compare with you in this respect, having cutting grooves lasting from three to five seconds on one disc and from twelve to twenty on other discs, which means a great deal of work by our technicians to do a good smooth job."

Many thanks, Station KGMB of Honolulu!
We have appreciated your endorsement and have used it!

Have you heard samples of the Associated Library?
Write us for full particulars and brochure.

produced by

ASSOCIATED MUSIC PUBLISHERS, Inc.

25 West 45th St. New York, N. Y.

The Speed of a Telephone Call

PLUS AN ACCURATE WRITTEN RECORD

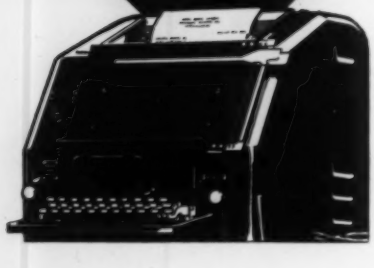
Nearly all networks and more than 200 stations employ Bell System Teletypewriter Service. Because—

(1) It types any communication directly into the office of any other subscriber—300 yards or 3000 miles away.

(2) It brings back an immediate answer, when needed, on the same connection.

(3) Both parties have identical typewritten copies of every word exchanged.

Interpret this flexible, modern service in terms of time saved, errors avoided, costs cut, and the definite placing of responsibility. Could your stations use it too?



Review of KVOS News Ruling Is Granted by Supreme Court

Highest Tribunal to Hear Appeal From Decision of Appellate Court Which Reversed Original Finding

FINAL ADJUDICATION of the right of broadcasting stations to broadcast press association dispatches once they are published in newspapers sold in the normal way will be undertaken by the U. S. Supreme Court. The court announced May 18 granting of the petition of KVOS, Bellingham, Wash., for a review of the decision of the Circuit Court of Appeals in San Francisco, granting an injunction to The Associated Press restraining KVOS from alleged "pirating" of its dispatches.

The petition for a writ of certiorari was filed April 7 on behalf of the Bellingham station by former Senator Clarence C. Dill, Kenneth C. Davis, Seattle attorney and managing director of the Washington State Broadcasters Association, and William H. Pemberton, attorney of Olympia, Wash. On May 5, John W. Davis, counsel for the AP and for newspapers in Washington state, asked the highest tribunal to deny the petition for review.

Since the Supreme Court was near its summer recess it was expected that arguments in the case, regarded as of vast importance in determining property rights of press associations in the news they gather, will be set for the Fall term in October or November. In advance of the arguments, additional briefs will be filed by both sides.

Lower Court Reversed

LAST Dec. 16, the Circuit Court of Appeals, in a sweeping opinion reversed on all scores the sensational ruling of a year earlier by Federal District Judge John C. Bowen, of Seattle, in the KVOS case. The review court held that "pirating" of press association news by broadcasting stations was "unfair competition". Pirating of press association news, the court said, may well affect both "subscriber and advertising income" of member newspapers.

The review court's opinion was written by Judge William Denman and concurred in by Circuit Judges Curtis D. Wilber and Clifton Mathews. The court concluded in that opinion:

"The decree is reversed and the District Court ordered to grant a preliminary injunction restraining KVOS from appropriating and broadcasting any of the news gathered by the Associated Press for the period following its publication in complainant's newspapers during which the broadcasting of the pirated news to KVOS most remote auditors may damage the complainant's papers' business of procuring or maintaining their subscriptions and advertising. In this connection consideration should be given to the likelihood of KVOS' auditors awaiting the pirated news because it is free and does not require subscription for a newspaper."

The newspapers joined in the case with the AP are the *Seattle Post-Intelligencer*, the *Seattle Times* and the *Bellingham Herald*. Each is an AP member, and, it is alleged, KVOS picked up and read AP dispatches from these newspapers.

Judge Bowen, in an opinion on Dec. 18, 1934, had held that news may be broadcast over stations, whatever its origin, once it is published in newspapers which are available for sale to the public. He based his decision on the conclusion that stations in broadcasting these news dispatches, do not do so for profit, and that radio must be looked upon as a modern means of news dissemination which cannot be blocked for the protection of "private investment" in newspapers or press associations.

The appeal of the case from the District Court to the Circuit Court was partially financed through contributions from stations made through the NAB, amounting to approximately $1,800. When opposition from newspaper members of the NAB to this fund was voiced, no further funds were solicited to finance the appeal through the Supreme Court.

"QUEEN MARY" TRIP COVERED BY RADIO

COMBINED facilities of NBC, CBS, Mutual and British Broadcasting Corp. were to bring American and English listeners a description of the arrival in New York of the palatial British liner *Queen Mary* after her maiden voyage from Southampton.

Starting the program are to be the roars of whistling craft welcoming the *Queen Mary* as Quarantine is reached. Progress of the ship is to be followed until the docking at Pier 90 in the Hudson.

Graham McNamee is to head the NBC contingent, speaking from a Coast Guard cutter nosing under the *Queen Mary's* prow. Parabolic microphones of CBS and NBC will pick up New York street noise. Howard Claney, NBC announcer, is to describe the arrival as seen through field glasses atop Radio City, Charles O'Connor and Nelson Case, NBC announcers, are to be assigned to vantage points. Ford Bond is to describe the docking. The arrival broadcasts are scheduled for 3:15-3:45 p. m. (EDST) June 1.

All networks provided frequent broadcasts from the *Queen Mary* during the voyage from Southampton, starting with the departure May 27. CBS had ten scheduled programs from the liner, with Don Ball working under Cesar Saerchinger, CBS foreign director. Harlan Eugene Read broadcast nightly for Mutual, taking the place of Gabriel Heatter, who was prevented from going because of commercial commitments. G. W. Johnstone, WOR public relations director, accompanied Read and handled arrangements.

A special New York state network, with WNEW feeding, included WINS, WIBX, WBNY, WNBF, WESG.

BROADCASTING

combined with Broadcast Advertising

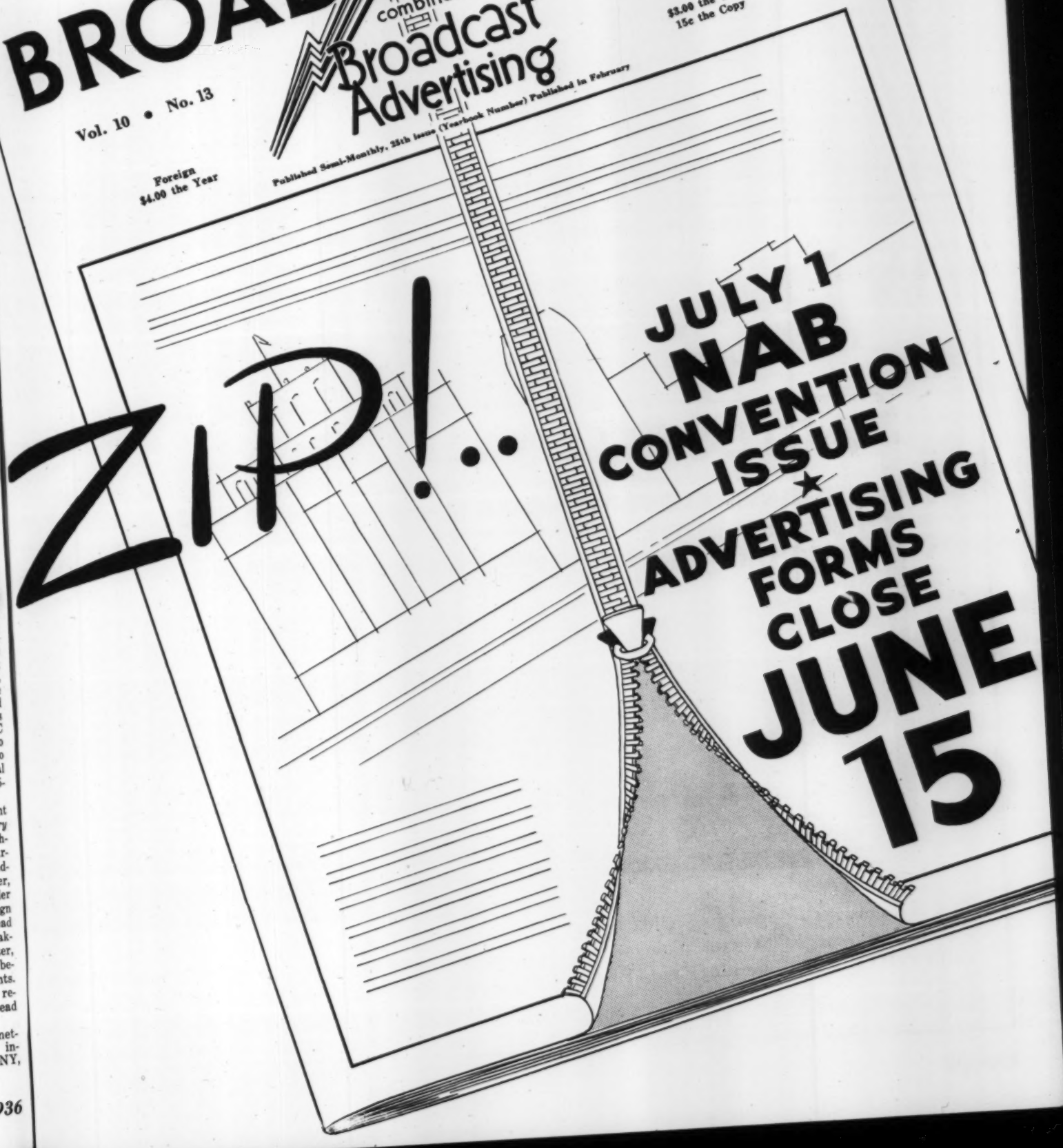
WASHINGTON, D. C.
JULY 1, 1936

$3.00 the Year
15c the Copy

Vol. 10 • No. 13

Foreign
$4.00 the Year

Published Semi-Monthly, 25th issue (Yearbook Number) Published in February



Kaufman Agency Offers 1936 Announcing Award

FOR the second time Henry J. Kaufman Advertising Agency, Washington, will offer a silver cup to the local announcer who is adjudged the best from the standpoint of diction, sincerity and effectiveness. The contest started May 25 and ends June 15. It is based on the belief that the selling end of programs has been submerged by the emphasis placed on the routine and entertainment angles. Featured announcers who entertain as well as sell are disqualified. Last year the cup was awarded to Bill Coyle, NBC Washington announcer.

Judges are Carl Sprinkle, *Washington Daily News*; Jack Stone, *Washington Herald*; John Heiney, *Washington Post*; James Chinn, *Washington Evening Star*; Martin Codel, publisher of BROADCASTING; E. H. Reitzke, president of Capitol Radio Engineering Institute; William D. Boutwell, U. S. Office of Education, and a number of unannounced government officials.

CAMERAS FOR FCC INSPECTORS

Pictoral Evidence to Be Obtained by Field Force In Cases Where Disagreement Occurs

IF in doubt, take a picture! That's the new order to the field force of the FCC, which polices the entire frequency range and inspects every type of radio station equipment to make sure regulations are being complied with.

For its 22 field offices throughout the country and in Honolulu, the FCC on May 19 received delivery from Eastman Kodak Co., of Rochester, N. Y., of a shipment of up-to-date cameras. There was an extra one too, for use in headquarters in Washington. The total investment for 23 cameras and for a supply of film was $1,320.

There have been many cases of conflict over equipment, particularly in broadcasting stations, according to Andrew D. Ring, FCC assistant chief engineer in charge of broadcasting. In the past, field inspectors have made pictures of their own, on occasions, and submitted them to headquarters to settle arguments, and for introduction as "photographic evidence".

Mr. Ring explained that inspectors will use their new cameras for all kinds of inspection work, and that broadcasting is only a part of operation. From time to time, he explained, there have been controversies with station engineers over types of apparatus, transmitter locations, and painting and lighting of towers. In such cases, the photographic evidence should prove helpful, he said.

A NEW sound effect for rain, obtained by revolving a cellophane-wrapped umbrella frame with beans in it, has been developed by Horace W. Feyhl, production manager of WCAU, Philadelphia.

WFBC ★ GREENVILLE South Carolina

AUTOS TELL STORY!

GREENVILLE COUNTY AGAIN LEADS ALL SOUTH CAROLINA COUNTIES IN REGISTRATION OF AUTOMOBILES

Car Registrations	March 31, 1936
GREENVILLE	17,683
Second County	13,815
Third County	13,608

Greenville County is the *first* county in South Carolina in *Population*, in *Retail Sales* and *Wholesale Sales*. In every respect it is the No. 1 county of South Carolina.

This great market is served by Radio Station WFBC (NBC full time with 5,000 watts day, 1,000 watts night) and two strong newspapers, THE GREENVILLE NEWS (morning) and THE GREENVILLE PIEDMONT (evening).

PROGRAM SELECTED BY GENERAL MILLS

THE General Mills *Gold Medal Hour* daytime program which will begin over 38 CBS stations June 1, 10-11 a. m. (EDST) with rebroadcast to the Pacific Coast 1-2 p. m. will promote three General Mills products, Wheaties, Bisquick and Gold Medal Kitchen Tested Flour and will be broken up into quarter-hour groups. The broadcasts will be heard Monday through Friday and all shows will originate from Chicago.

Betty and Bob, a serial program formerly on NBC, will be allotted the first 15 minutes and be heard five days a week in the interest of Wheaties. *Modern Cinderella* will follow but promote Bisquick. It is described as a musical drama, an innovation for daytime programs. The third quarter hour will advertise Wheaties but the talent will be changed. Monday, Tuesday and Thursday the program will be known as *News for Women*, a news commentator specializing in topics of interest to women, and the Wednesday and Friday programs will feature the *Worry Clinic*, with Dr. George W. Crane, psychologist, in charge. The *Clinic* has been on MBS and deals with love, romance, marriage, etc.

The last part of the hour-program will be devoted to the interest of Gold Medal flour and will also have a change of talent during the week. The first four days, *Hymns of All Churches*, now on discs sponsored by General Mills, will be heard, and Betty Crocker, General Mills domestic science authority, will have the entire quarter-hour on Fridays. Betty Crocker will also be heard in the *Hymns of All Churches* programs.

The program is said to be the largest daytime radio campaign in the history of network advertising. Blackett - Sample - Hummert Inc., Chicago, has the account.

WICC Gets Full Time

THE UNUSUAL action of a station surrendering its license voluntarily has given to WICC, Bridgeport, Conn., full time operation on the 600 kc. channel, under an application approved May 21 by the FCC Broadcast Division. WCAC, Storrs, Conn., operated by the Connecticut State College, on April 30 surrendered its license for time-sharing on the frequency, having used only a few specified hours a week. As a consequence the FCC granted the WICC operation for full time with 500 watts night and 1,000 watts day, giving to it all of the time heretofore used by the college station. It is understood the college will continue to use time over WICC, without the necessity of maintaining its own station.

Net Shows Sign Off

AFTER the June 6 broadcast the *Ziegfeld Follies of the Air* sponsored by Colgate-Palmolive-Peet on CBS Saturdays, 8-9 p. m. will sign off, due to illness of Fannie Brice. The Swift-Sigmund Romberg program on NBC-Red Mondays, 9:30-10 p. m., will be discontinued for summer concluding with the June 8, program. The Princess Pat *A Tale of Today* program on NBC-Blue, Mondays, 9:30-10 p. m. will close June 15.

"THERE'S GOLD IN THOSE HILLS"

And KOA does a great job of getting advertisers their share of it! You need a powerful station to sell the Rocky Mountain area. KOA is powerful, popular and influential—a *big* station in a *big* market.

KOA 50,000 WATTS DENVER

Completely programmed by NBC

MORE LOCAL COMMERCIALS THAN THREE 50,000 WATTS NETWORK OUTLETS COMBINED

VARIETY

990 15-Min. Locals in Chicago

Chicago, May 12.

Seven key Chicago market stations are now carrying a total of 990 units of 15-minute local commercial periods weekly, representing almost a 100% increase of local business over the past year.

These 990 units of 15-minute local commercials are divided in the accompanying chart to show the amount of commercials between the opening of the station and 1 p.m.; 1 p.m. to 7 p.m. and thirdly, 7 p.m. to closing.

	WGN	WBBM	WLS	WENR	WMAQ	WJJD	WIND
7 a.m.-1 p.m.	50	93	39	0	68	59	56
1 p.m.-7 p.m.	75	118	0	4	7	13	129
7 p.m.-closing	25	13	2	1	1	56	162
Total	150	224	41	5	76	128	346

Explanation is necessary on several of these figures. WIND, the Ralph Atlass station in Gary, snatches off 112 units of 15-minute periods at night with its midnight-to-4 a.m. gallop for Peter Fox beer. WJJD, the other Ralph Atlass station, closes down at 9:30 p.m. on a time arrangement. WLS, the Prairie Farmer station, and WENR, the NBC-owned station, share time. WGN, WBBM and WIND build up heavily in the afternoon due to sponsored baseball.

We believe it is good advertising to use the medium, in a particular market, that is regarded most highly by the local advertisers in that market. Mr. Local Advertiser, you know, checks his advertising response with great care. He knows where he can buy the most for his money. In Chicago—it's WJJD.

Side remark: "If the network outlets are as valuable for spot broadcasting as some people think, why isn't more of their time sold on that basis? They have plenty available."

WJJD

Chicago's Largest Independent Radio Station
201 North Wells Street
CHICAGO, ILL.

20,000 Watts

National Representatives — WEED & CO., 350 Madison, N. Y. C.

KSD In St. Louis
"You are assured of *listener confidence* when you use KSD.
"KSD censorship protects listeners and advertisers against unworthy programs and promotions."
The Distinguished Broadcasting Station
Station KSD—The St. Louis Post-Dispatch
POST-DISPATCH BUILDING, ST. LOUIS, MO.
FREE & SLEININGER, INC., NATIONAL ADVERTISING REPRESENTATIVES

CHIP OFF BLOCK

President's Son Ad Libs and Saves NBC Announcers

NBC's recent broadcast of the Adams Cup Regatta on the Charles River brought a new voice to the air, that of the President's son and namesake, Franklin D. Roosevelt Jr., who, at his first appearance before a microphone, came to the rescue of NBC's crack announcers and virtually stole the show.

The Adams Cup races scheduled for 4 p. m. between the boats of Harvard, Tech, Navy and Penn were delayed for two hours by weather conditions. During the long wait NBC announcers finally became reduced to commenting on spring styles. In their darkest extremity, Dick McDonough, WBZ sports commentator, spied a young man in crew attire evidently headed for the shower room at the Union Boat Club.

"Hello, there," hailed McDonough, "weren't you in the Jayvee race today?"

The young man nodded.

"Then perhaps you'd be willing to give us some first-hand slants on the event. Your name?"

"Roosevelt—Franklin, Jr."

It didn't take the announcers long to get the President's son to the microphone, where without apparent embarrassment he gave an ad lib exposition on the comparative rowing systems of the four varsity cup contenders. The announcers claim that F. D. R. Jr., gave a masterly performance.

State Praises WBIG

POLICIES of WBIG, Greensboro, N. C., in restricting advertising which discusses internal bodily functions or is felt otherwise not to be in the public interest are commended by the North Carolina State Department of Health in its official monthly publication, *The Health Bulletin*. Printed in the *Bulletin* is a statement of WBIG's policies. The state's publication says: "We take pleasure in not only commending Mr. Ridge (Maj. Edney Ridge, manager) for his stand, but we wish to pass along to our readers the statement of policies adopted by the Greensboro radio station (WBIG), in which it will be seen that they take a high stand in this important matter."

Radio Graduates

THIRTY-THREE University of Omaha students received credits toward degrees when they finished a course in "Practical Radio" in May. The course offered by the Extension Department of the University was taught in the KOIL-KFAB studios in Omaha. The class met each Wednesday night for two hours under the guidance of Ray Suber, KOIL-KFAB announcer. Class work consisted of lectures and laboratory work. During the year lectures were given on various phases of radio work by Mark Bullock, chief engineer for KOIL, Art Schroeder, KFAB salesman, and Arthur Faust, KOIL dramatic director.

WTAR, Norfolk, Va., has been authorized by the FCC to increase night power from 500 to 1,000 watts on 780 kc., with a directional antenna.

Cinema's Television Fears Are Allayed

Research Council Sees Delays Before It Comes Into Use

THE motion picture industry need have no fear that television will burst on it unexpectedly, the scientific committee of the industry's Academy Research Council reported after a lengthy inquiry into the progress of the visual art.

Technical and commercial troubles will hold up the advent of television, the committee reported to the Council, which is keeping track of television progress. It advised that no further action appears to be called for this year.

The text of the report follows:

The present position of sound motion pictures, confronted by the developing art of television, differs fundamentally from the situation of silent pictures before the advent of sound. Viewed in the perspective of ten years, it is clear that before the re-miere of "Don Juan" and the accompanying sound picture program at the Warner Theatre in New York City on Aug. 6, 1926, all the elements favoring the transition from silent to sound pictures were present. Broadcasting had already attained a formidable place in the entertainment world, demonstrating that reproduced sound was acceptable to the public. The electric phonograph had reached a high degree of development. Public address systems had been used in the last Liberty Loan drive during the war, at President Harding's inauguration in 1921, and subsequently in national political campaigns and other events calling for the distribution of sound to large audiences. Electrical interlocks had been applied in industry, and were available for the synchronization of scene and sound. The technological obstacles had been overcome.

Yet all but a few people in the picture business were skeptical. On the technical side, those who remembered the earlier abortive attempts to link sound with pictures, ignored the recent advances in sound reproduction, although the evidences were before them. Once the technical feasibility of sound pictures had been proved, they were sure that the public did not want them. Even after the notable commercial success of early sound picture productions, this belief survived for some years.

Hasty Transition

AS A RESULT of such excessive skepticism within the industry, the transition from silent to sound pictures was hurried, disorderly, and costly. There is no likelihood of a repetition of such a crisis when television becomes a commercial factor. Instead of disbelief, we have, in the case of television, excessive credulity. Both picture people and the public have been waiting for television for five years.

Besides psychological preparedness, the preventive factors keeping television from coming unexpectedly upon our industry are the great technical and commercial complexity of the new medium, and the existence in the picture business of technically-trained personnel capable of following the progress of television and giving notice of impending developments.

Television has reached a point in its laboratory development where a small picture (about 6 by 8 inches) with moderate entertainment value, can be transmitted, but with far more complicated equipment than motion picture recording and sound broadcasting require. The cost of development up to this point may be measured in millions of dollars. Before there is any possibility of nation-wide exploitation, hundreds of millions of dollars must be expended for numerous transmitting stations of limited range, connecting cables of new de-

sign, and receivers. None of these things can be obtained overnight. There is a possibility of such a development starting in 1937, or more probably in 1938. It should be noted that its scope, as far as we can prevision it, is limited to home entertainment purposes in urban areas.

Barring revolutionary inventions, there is as yet no promise of the enlargement of the field of television to theatre screen size nor of an extension of the possible service area to rural districts in this country.

In the United States a start is being made in reducing television to practice in the field. A new transmitting station is being installed in the tower of the Empire State Building for an experimental service in the City of New York, to begin this fall. About 150 receivers will be furnished to selected observers. These receivers are being manufactured at a cost of probably several thousand dollars apiece, and even upon a quantity production basis it is difficult to see how the cost of the present design could be reduced below $300.

A new type of cable, suitable for the transmission of television images, is being installed for tests and possible subsequent commercial use between Philadelphia and New York City. Similar developments are in progress in England, Germany, France and other countries. In 1937, therefore, considerable data should be available on points which are now obscure.

This Committee has been making a study of the technical progress of television during the past year, and possesses a general knowledge of the principal systems under development A bibliography of the available literature has been compiled and is being kept up-to-date.

We will endeavor to keep in touch with the pioneering attempts to make television a commercial reality and as progress occurs, reports will be made from time to time. Other than this no action by the Research Council of the Academy appears to be called for during the balance of 1936.

There appears to be no danger that television will burst unexpectedly on an unprepared motion picture industry.

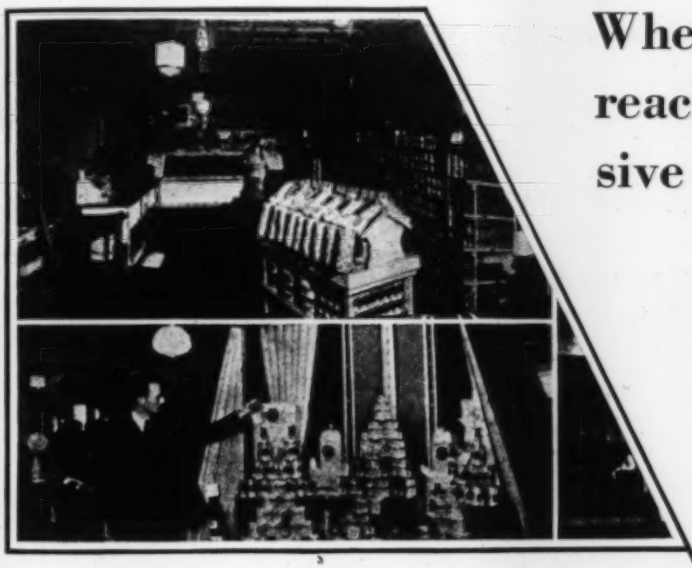
Members of the Scientific Committee are: Carl Dreher, chairman; Gordon Chambers, L. E. Clark, J. G. Frayne, N. M. LaPorte, Wesley C. Miller, Hollis Moyse, William Mueller.

INTERNATIONAL SHOE Co., St. Louis (Conformal Footwear) is recording a series of five-minute transcriptions to be placed through D'Arcy Adv. Co., St. Louis.

Drums on 12 Stations

TO ADVERTISE Drums, a powder which dissolves in water to make a non-inflammable, odorless cleaning fluid, Drums Inc., Detroit, is using dramatized announcement transcriptions and participating time over 12 stations, from two to five times weekly. Participating time is being used on WJR, Detroit, CKLW, Windsor, WJAY, Cleveland, WGAR, Cleveland, WOWO, Fort Wayne, WIRE, Indianapolis, WCAE, Pittsburgh, WBEN, Buffalo, and WFLA, Tampa. Recordings are being used over WJR as well as WHK, Cleveland, WAIU, Columbus, and WKZO, Kalamazoo. Present contracts are for 26-week periods. C. C. Winningham, Detroit, is the agency.

Our Job Has Just Begun . . . .



When you select our facilities to reach the wealthy, highly responsive market which we serve.

First, our production staff assists in the selection of talent and program. Then, our research staff conducts an intensive and comprehensive merchandising campaign, built around your product, which will, in many cases, give you a guaranteed sixty per cent distribution for your merchandise in A B C territory.

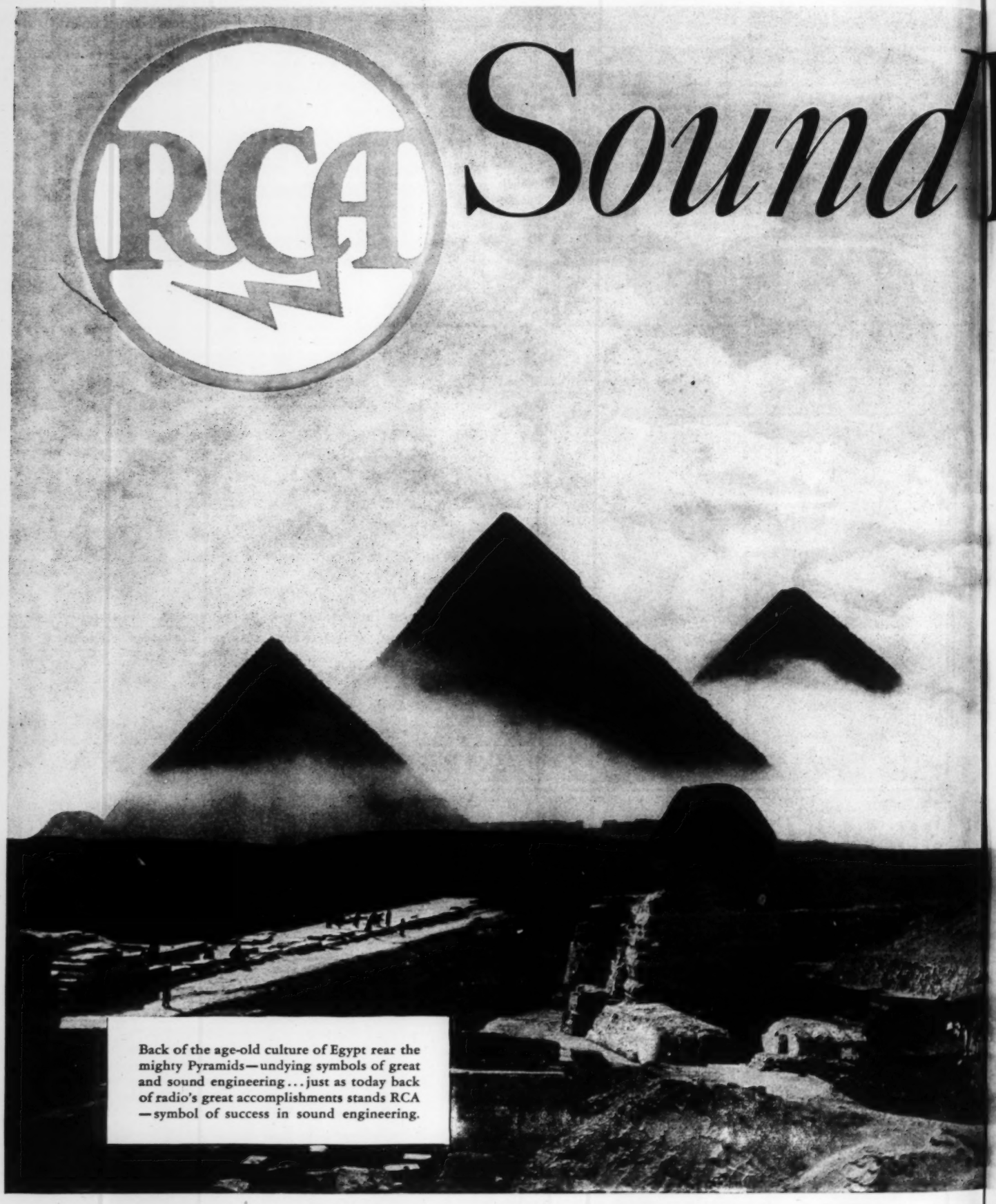
Write us for full information concerning this highly developed sales service which costs you nothing over the regular station rates. Complete coverage data and rates available at your request.

38,443 Grocers . . . .

If yours is a food product, you'll be interested to learn that we reach 27,408 grocers with the intensive coverage of our primary zone, and 11,035 others are in our secondary coverage. Our promotion and merchandising staff is acquainted with this large group of progressive merchants and will present your story to them. These grocers are interested in having your advertising message reach their customers over the facilities of the A B C network. That is but one example of A B C service—an advertising medium that SELLS.

THE AFFILIATED BROADCASTING COMPANY

Entire 42nd Floor, Radio Tower, Civic Opera Bldg., Chicago
Lincoln Building, New York **New Center Building, Detroit**


RCA
Sound
Back of the age-old culture of Egypt rear the mighty Pyramids—undying symbols of great and sound engineering... just as today back of radio's great accomplishments stands RCA —symbol of success in sound engineering.

RADIO CORPORATION OF AM

Engineering

The Three Pyramids of Radio...

COMMUNICATIONS...BROADCASTING...RECEPTION

all engineered by RCA

LIKE links in a mighty chain, RCA joins the entire world in a series of International, Domestic and Marine *Communications* systems . . . sending and receiving messages via Radiomarine from ship-to-ship and ship-to-shore—messages "Via RCA" Communications to 47 foreign countries and all leading cities in the United States!

Broadcasting is another phase of radio in which RCA is active, serving the public and advertisers with varied programs on 88 powerful stations . . . associated with the National Broadcasting Company.

In *Reception,* RCA leads the way, manufacturing radio receiving sets for city, farm and automobile use, as well as transmitters, tubes and specialized equipment for all purposes—all made in plants of the RCA Manufacturing Company. Not only does the Radio Corporation of America serve the world with these varied activities, but through RCA RESEARCH LABORATORIES it *has* given a long list of radio "firsts" that are harbingers of all that is still to come. Some day, RCA will engineer *sight!*

The nation's buying public is conscious of the fact that RCA knows radio. Hence it has *confidence* in anything bearing the RCA trademark. Confidence make sales. That's why RCA dealers do a better business—enjoy greater profits. They are allied with RCA—the only organization engaged in every phase of radio—and Radio's Leader!

Listen to "The Magic Key of RCA" on WJZ and associated NBC stations every Sunday, 2:00 to 3:00 P. M., E. D. S. T.

AMERICA • *Radio City* • NEW YORK

XUM

BROADCASTING
and
Broadcast Advertising

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J. FRANK BEATTY, Managing Editor ● BERNARD PLATT, Circulation Manager

Selling Locals Nationally

AFTER a year of experimental operation, National Independent Broadcasters Inc. has failed in its mission of procuring national business for local independent stations. That is the frank admission of Edward A. Allen, its president and founder. It is unfortunate that NIB failed utterly in this respect. Mr. Allen candidly states the failure is due to the lack of coordinated policy and operation by the independents and their disinclination to stick to rates.

Locals of late individually have been coming more into their own than ever before in a national way. Our own view is that NIB, as a business venture, was predestined for failure for one outstanding reason. It is impossible to wrap up a bundle of 100-odd stations of all pedigrees and shapes and deliver them to a national account. Advertisers buy markets. They don't want the Podunks thrown in with the metropolises. They don't want circulation in places where they may not have distribution.

We think that perhaps two dozen or even three or four dozen selected independents in reasonably good markets can be sold cooperatively. But it will take an educational campaign to do it. There are many good locals who abide by ethical standards and have good equipment and high standing in their communities. Offer such a combination and our guess is it will attract attention if properly managed, just as some of the locals are already doing individually.

New Frontiers

NEW frontiers in radio are being opened. Frequencies heretofore regarded as worthless from the practical standpoint are yielding to the genius of radio science.

The regulations just promulgated by the FCC Broadcast Division reassigning and governing all broadcast operations other than those in the conventional band now in use commercially, constitute recognition of these advances. The regulations provide definite allocations for such future services as television, facsimile and ultra-high frequency broadcasting. They more firmly entrench other services like relay, international, and rebroadcast.

Close scrutiny of the new rules reveals many interesting points. Doubtless, experience will show the desirability of modifying some of these rules. They are rather rigorous in several respects and constitute new departures from present practice. All things considered, however, they appear to be based on sound reasoning and look toward the day when new broadcast services will be commercially practicable.

There are restrictions on television and facsimile. They are held experimental, and time may not be sold for those experimentations. Yet the way is opened for "identity" or "trademark" tie-ins with visual broadcasts. And commercial credits are to be allowed in the ultra-high or "apex" station broadcasts and in the international broadcasts. In each instance this time may not be sold but simply given gratis to the advertiser who uses the regular broadcast station facility operated in conjunction with the present experimental services.

Thus, the FCC places itself in the position of being able to allow commercial pursuits on any or all of these services, once it feels the "public interest" justifies it. And this can be done figuratively by the sweep of a pen for it simply has to change the language governing such experimental operation.

The regulations are written in plain English. They have been shorn of the usual legalistic phraseology. They are of vast import to future radio in all its aspects.

The new rules come at a time when the FCC is preparing for technical hearings to appraise the needs of all kinds of services aside from broadcasting for ultra-high frequencies, to start June 15. The recent action, allocating specific channels to specific broadcast services, narrows somewhat the scope of the forthcoming hearings. These hearings, however, are important to broadcasting if the industry is to be given the "elbow room" it inevitably will require for future expansion.

Rights in News

THE SUPREME Court has granted the petition of KVOS, Bellingham, Wash., for a review of the so-called "news piracy" case involving alleged broadcasting of Associated Press dispatches over the station after they had been published in member newspapers and the newspapers sold in the usual way.

The nation's highest tribunal will have before it two lower court opinions diametrically opposite in conclusions. Federal Judge Bowen of Seattle, in a courageous ruling shattering all precedent, held that news, whatever its origin, may be broadcast once it is published in the normal manner. The Circuit Court of Appeals in San Francisco last December, reversed Judge Bowen's conclusions and held broadcasting stations were in strict competition with newspapers both as to subscribers and advertising, and that KVOS' alleged use of AP dispatches picked up from AP member newspapers was "unfair competition" and constituted "news piracy".

Whatever the finding of the nation's highest tribunal, we feel it is in the best interests of both radio and journalism to have a final adjudication of this issue. It is too important to the future of both industries to be left undecided. Competent counsel have been retained by both sides and the Supreme Court ruling, probably to come this fall, should settle this issue once and for all time.

A Good Selection

WE COMMEND the Joint Committee on Radio Research for its selection of Paul F. Peter, well-known broadcast research expert, as its secretary. He is ideally equipped for the task of pioneering this new research field, which aspires to provide a radio research bureau which will serve advertiser, agency and medium with unbiased circulation data on broadcast advertising. In our last issue we urged selection of a man entirely familiar with the complex field of broadcast advertising. This the committee has done. The start is good, in our opinion.

The RADIO BOOK SHELF

BOOKS on advertising are plentiful, so C. H. Sandage, associate professor of business at Miami University and chief of the Transportation and Communications Division of the U. S. Census Bureau, took a different approach in writing *Advertising, Theory and Practice*, Business Publications Inc., Chicago ($4.50). Mr. Sandage believes business management and the advertising profession should place more emphasis upon development of a coordinated program and has written his book as much for the business executive as for the advertising technician. The author is in charge of the current U. S. census of broadcast stations. His book contains considerable discussion of radio as a medium.

A REVISED edition of *Broadcast English, Recommendations to Announcers Regarding the Pronunciation of Some English Place-Names*, issued by British Broadcast Corporation, London, has just been published. It is one of a series of five booklets containing recommendations on pronunciation collected and written by Prof. A. Lloyd James, honorary secretary of the BBC advisory council on spoken English and professor of phonetics at London University. The booklets contain a key to the phonetic alphabet which is used.

A STUDY of trade-marks, patents, copyrights, labels and kindred properties, titled *How to Protect Business Ideas*, by William H. Leahy, general counsel of Dennison Mfg. Co., and Washington attorney, has been published by Harper & Bros., New York ($2.50). It is described as a "helpful manual to aid individuals and corporations in the protection of their rights to distinguishing designs and ideas" and contains a foreword by Isaac W. Digges, general counsel, ANA.

We Pay Our Respects To —

EDGAR THOMPSON BELL

TAKE ABOUT 135 pounds of human energy, sprinkle generously with pleasing personality, and mix with a driving sort of business acumen and a flair for showmanship plus a deep Southern twang and you have Edgar Thompson Bell, secretary-treasurer of the Oklahoma Publishing Co., and general manager of its newspapers and of Station WKY.

A few weeks ago WKY dedicated its new studios in Oklahoma City—the last word in efficiency and decoration. The event culminated eight years of radio effort on the part of Edgar Bell, who nourished WKY from meagre beginnings as a non-network local to an NBC affiliate that now boasts the best in radio for a regional station. E. K. Gaylord, president of the company, paid glowing tribute to his associate on that occasion, giving him full credit for entry of the publishing company into broadcasting and for the development of WKY.

Perhaps Edgar Bell's natal day has something to do with that dynamic personality and energy. He was born July 4 near Birmingham, Ala., and when Independence Day next arrives he will observe his 44th birthday. Twenty-one of those years he has been associated with Mr. Gaylord and the Oklahoma Publishing Co., after a career in newspaper work in the South. During those two decades he has figured prominently in the affairs of Oklahoma and the Southwest which has enjoyed its greatest development in that span.

The Oklahoma Publishing Co. publishes the *Daily Oklahoman*, the *Oklahoma City Times* and the *Oklahoma Farmer-Stockman*, and they are in the forefront of Southwestern publishing enterprises. Edgar Bell already had become secretary-treasurer and business manager of these enterprises when he began to evince a keen interest in radio. He talked radio to his chief, Mr. Gaylord, in 1926 and 1927, when few newspapers were in the field. He saw in it a logical tieup for the newspapers. Together with Mr. Gaylord he made trips to Chicago, Kansas City, Dallas, and other points to talk with newspapers publishers then operating stations. By and large, radio was regarded by them as an expensive luxury, for in those days few stations were making money and the pictures painted by the publishers were far from rosy.

Came 1928, and Mr. Gaylord left for a vacation in Europe. In September, the first oil well was drilled in the Oklahoma City field.

Pouncing upon this as the opportunity to blast forth in radio, Ed Bell procured an option on WKY from its owner, Earl C. Hull, who is still the station's chief engineer. Meanwhile, he cabled Mr. Gaylord suggesting the purchase. The "go ahead" was immediately forthcoming. The Oklahoma Publishing Co. was in the broadcasting business, and Ed Bell had his long cherished opportunity to try his hand at the newest of the public service and advertising arts.

By the time Mr. Gaylord returned a few weeks later he found his company had purchased a station, located new studios, purchased ground for a new transmitter and otherwise was prepared to go full steam ahead. On Nov. 11, WKY went on the air with the latest equipment and since then has continued its progressive strides. The first year the station lost about $60,000, but the losses that year and the next were taken deliberately because of Mr. Bell's feeling that to establish a station and make it a commercially profitable institution, it had to build an audience. Everything was put into programs. Gayle V. Grubb, of KFAB, Lincoln, Neb., became manager in 1928 and worked directly under Mr. Bell. The station finally made an affiliation with NBC and became Oklahoma City's first network outlet.

The success of WKY after those rather inauspicious beginnings financially was reflected in the acquisition by the Oklahoma Publishing Co., last August, of KLZ, Denver, a CBS outlet. Also under Ed Bell's general management, but with J. I. Meyerson, former advertising manager of the Oklahoma City newspapers, as manager, KLZ is installing modern new equipment, and is undergoing the same renovation that WKY received upon its purchase.

It was in September, 1915, that Edgar Thompson Bell joined the Oklahoma *Farmer-Stockman*, then a struggling infant in a highly competitive farm paper field, as advertising manager. Today as secretary-treasurer of the Oklahoma Publishing Co. he is the business head of an institution with resources and investments amounting to millions. His flair for the spectacular and for doing the right thing at the right time won him immediate prominence in Oklahoma affairs.

While attending public school near Birmingham, Ed Bell's father passed away. Ed was forced to leave school after finishing the sixth grade. For two years he worked in a machine shop, before he found out he didn't care for it. Then he got a job as time keeper in a Birmingham foundry. The smell of printers' ink got him afterward when he went to work in a job printing plant, and he hasn't left the print shop since. At the age of 20, young Bell procured his first position with a publication, joining the staff of the *Progressive Farmer* in Birmingham. Seeing greener fields ahead, he went to New Orleans in 1914 as advertising manager of *Modern Farming*, after having worked as the Cincinnati manager of *Progressive Farmer*. He got the latter position by wiring the publisher of the paper to send him enough money for a round-trip railroad ticket. When this publication was about to change hands, young Bell heard about an opening on Mr. Gaylord's *Farmer-Stockman*. Telegrams were exchanged and the agreement finally made whereby Bell became advertising manager of the publication.

The success with which he handled that position, against the competition of two other strong farm papers in Oklahoma, is reflected in the fact that Ed Bell is now the business manager of the Oklahoma Publishing Co. activities and that all three of its publications and its radio station are in the forefront of their respective fields in the state.

In 1913 Mr. Bell married the charming Alice Williams of Florence, S. C. They have a 20-year-old daughter, now in her third year at the University of Wisconsin. For recreation, aside from the fun he gets out of work, Ed Bell putters about a golf course, and likes motor-boating. He is a 32d degree Mason, a Shriner and a member of Rotary, Oklahoma, and the Oklahoma City Golf and Country Clubs. and the Chamber of Commerce. He attends Saint Luke's M. E. South church.

As for radio and its future, Ed Bell says: "No one could view its future more optimistically than I. I feel that there is a great future for this medium and, not being able to pierce the future far enough to know what effect it may eventually have on the printed medium, I am one newspaper man who will insist upon our organization having a firm foothold in radio and keeping as nearly as possible abreast of this fast developing industry."

PERSONAL NOTES

HARRY T. SMITH, Tacoma, has been named sales representative of KOMO-KJR, Seattle, in the Southwestern part of Washington. R. O. Bullwinkel, formerly in the transportation business, will handle this type of business for KOMO-KJR and serve as sales representative in Northwestern Washington and Canada.

CAPT. ARTHUR PRITCHARD, manager of WWL, New Orleans, is in a hospital recovering from a major operation.

A. B. HERBERT, formerly of the *Memphis Commercial Appeal*, has joined the commercial department of WHBQ, Memphis.

B. HOWARD BEDFORD, formerly of the Canadian Radio Commission, has joined CKNX, Wingham, Ontario, as commercial director.

WALLACE J. STENHOUSE, former advertising director for Calumet Baking Powder and for four years on the editorial staff of the *American Weekly*, has joined the sales department of Affiliated Broadcasting Co., Chicago.

CLAIR HEYER, recently sales manager of KGBZ, York, Neb., and formerly of WMT, Waterloo, has joined W9XBY, Kansas City, as sales and promotion manager.

R. CAMPBELL EMBRY, of the sales staff of WBAL, Baltimore, is to be married in Gunnison, Miss., to Miss Frances Cockerham of that city.

GENE O'FALLON, sales manager of KFEL-KVOD, Denver, is the father of a nine-pound boy born May 12, his fifth child.

HAROLD C. JOHNSON, formerly of KFVS, Cape Girardeau, Mo., has joined the sales staff of KFRO, Longview, Tex.

A. D. WILLARD, sales manager of WJSV, Washington, delivered a lecture on radio advertising to the Advertising Club of Washington at its lecture series May 22. Following the lecture, there was a question period, participated in by James W. Hardey, advertising manager of Woodward & Lothrop, department store; James Rotto, sales promotion manager of Lansburgh's department store; Norman C. Kal, head of the Kal Agency; Walter D. Barkdull, advertising manager, *Washington Times;* W. N. Freeman, manager *Shopping News;* Vincent F. Callahan, commercial manager WRC and WMAL, Washington, and Henry Seay, WOL, Washington.

EDWIN REYNOLDS succeeds W. P. Phillips, resigned, as CBS merchandising specialist and client counsel. Mr. Reynolds recently joined the CBS sales promotion department, coming from the sales promotion department of WOR, Newark.

JAMES L. HUGHES, general manager of WHBF, Rock Island, Ill., is now taking treatment at the Rock Island Sanitorium for a severe respiratory ailment which he suffered several months ago.

JACK RICE, Miami, president of International Radio Club, has gone to Yarmouth, Nova Scotia, where he will handle publicity for an anniversary observance during the summer.

ED COOK, former sales manager of the *Jackson Tribune*, has joined the commercial department of WIBM, Jackson, Mich.

HOPE BARROLL Jr., executive vice president of WFBR, Baltimore, on May 21 underwent a tonsil removal operation. He is recuperating at his home.

BURRIDGE D. BUTLER, president of WLS and of the *Prairie Farmer*, Chicago, conferred with President Roosevelt May 22. He also visited with several members of the cabinet on the same day.

BEHIND THE MICROPHONE

HAROLD SAFFORD, program director of WLS, Chicago, left May 18 on a scouting trip to cover several states. Hal O'Halloran has returned to WLS from WOR, Newark, to handle the *Chuck Wagon* program.

DON HEYWORTH, formerly of New York and Boston stations and former actor, has joined the announcing staff of KYW, Philadelphia.

ROY WILSON, assistant director of the CBS Artists' Bureau, resigned as of May 22 to start his own talent office.

TAYLOR GRANT, announcer of WCAU, Philadelphia, is the father of a girl born May 9.

JACK WILSON, Cleveland continuity man, has joined the continuity and publicity staff of WJBK, Detroit.

MACK MILLAR, publicity director of WNEW, Newark, has resigned, his place being taken by his assistant, Sid Schwartz.

BILL BIVENS, announcer of WJSV, Washington, has resigned to return to WFBC, Greenville, S. C.

JIM CROCKER, announcer and salesman of WOAI, San Antonio, has left for Dallas where he will be one of five announcers for the Centennial. Lew Valentine, who returned recently from WLW, Cincinnati, is announcing on WOAI again.

MARION T. WOODLING, for the past year producer and announcer at KQW, San Jose, Cal., has been transferred to KJBS, San Francisco, as traffic manager for the two stations.

FORREST BARNES, continuity writer of KFI-KECA, Los Angeles, was to be married May 31 in that city to Miss Evelyn Bolster.

ROY SHIELDS, music director of NBC, Chicago, will return early in June after three weeks in Hollywood doing the musical score for a Laurel and Hardy picture on the Hal Roach lot at Culver City.

LELIA JONES, of Macon, Ga., is the first woman member of the WMAZ announcing staff, handling a half-hour morning cooperative.

HAROLD BOCK, publicity manager for NBC Hollywood studios, has announced his engagement to Sybil Chism, Los Angeles organist.

JOHN J. TOBOLA has joined KELD, El Dorado, Ark., as announcer and press operator.

HAYLE C. CAVANOR, production manager of WCCO, Minneapolis, has been made an honorary member of the University of Minnesota chapter of Zeta Phi Eta, professional speech and dramatic sorority.

OLLIE COOK, formerly of KGNC, Amarillo, Tex., has been named production manager of KFYO, Lubbock, Tex. Harold Sparks, of Hollywood, has joined the announcing staff of Plains Radio Broadcasting Co., which operates both KGNC and KFYO.

JAMES P. WILLIAMSON, formerly of KARK, Little Rock, has joined the program department of WHBQ, Memphis.

REED POLLOCK, production manager of KDON, Del Monte, Cal., was married May 10 to Miss Louise Parker, of Pacific Grove, Cal.

CHARLES VANDA, CBS program representative in Los Angeles, on May 20 announced his engagement to Miss Sue Ross Crooks, radio singer known professionally as Sue Ross.

FERN McNEIL, for several years assistant to Henry Maas, NBC sales traffic manager in San Francisco, has resigned effective June 1. She is the wife of Russell McNeil, NBC librarian in that city.

CAKE FOR CROWD — When WFBC, Greenville, S. C., observed its third anniversary May 20, Manager B. T. Whitmire (right) and Bill Bivens, announcer, passed out slices of the birthday cake to all persons interviewed in a quarter-hour sidewalk program. Interviewees were asked what WFBC program they liked most.

ROBERT J. McANDREWS, NBC junior announcer in San Francisco, has been made a regular member of the announcing staff. Melvin Vickland, formerly on the announcing staff of KFRC, San Francisco, has been named his successor.

DICK WYNN, formerly announcer-producer at W6XAI, Bakersfield, Cal., has joined the announcing staff of KYA, San Francisco, succeeding William Fuller.

ROYAL WISEMAN, formerly on the announcing staff of KRE, Berkeley, Cal., has joined KROW, Oakland, in a similar capacity, succeeding Don Ralph.

MAURINE WHIPPLE, formerly continuity writer of KSL, Salt Lake City, is in San Francisco free lancing.

RICHARD HOLMAN, former program director of KYA, San Francisco, and now writing and acting in the *Cub Reporter* serial for MacGregor & Sollie Inc. Hollywood transcription producers, recently announced his engagement to Miss Ruth Fisher in San Francisco. The wedding is scheduled for late in June.

GEORGE TOLIN, special features announcer at KGGC, San Francisco, will marry Miss Dorothy Edna Thomas of that city, on June 6.

CHARLES GODWIN and Bryson Rash, formerly of WLW, Cincinnati, have joined WJSV, Washington.

LAYMAN CAMERSON, formerly of the production department of the Central States Broadcasting Co., in Lincoln, Neb., has been transferred to the Omaha studios of KOIL, where he will announce. Fran Steele, formerly of the production department of WLS, Chicago, has joined KOIL, Omaha.

MARTHA DEANE, conductor of a woman's program on WOR, Newark, on May 26 was awarded a medal by the Women's National Exposition of Arts and Industries for "greatest contribution to radio in 1935". The basis of the award, the committee stated, was the fact that she has "humanized radio". The award was presented on the second anniversary on the air of Martha Deane (Mary Margaret McBride).

CHARLES WISE, for the last four years sales promotion and publicity director of WKRC, Cincinnati, resigned May 16. He has not announced future plans.

Oscar H. Fernbach

LIEUT.-COL. OSCAR H. FERNBACH, 62, for more than three years radio editor of the *San Francisco Examiner* died in St. Luke's Hospital, that city, on May 13, after an illness of three months. For 40 years a newspaperman, Colonel Fernbach had been city editor of the old Morning Call, San Francisco; editor of the Oakland Tribune, marine and financial editor of the *San Francisco Examiner* before becoming radio editor. In 1913 he was foreign representative in South America for the Panama-Pacific International Exposition held in San Francisco in 1915. During the world war he served as an interpreter on the staff of General Pershing.

David W. Lewis

DAVID WILLIAM LEWIS, for the last eight years transmitter and field engineer of WRC, Washington, died May 22 from a heart ailment from which he had been suffering since March. A native of Virginia, he was 35 years old. Prior to joining NBC in Washington, he served in the Navy, having received his radio training at the Naval Radio School. Afterward he was an operator with Tropical Radio and Texas Oil Co. He is survived by his widow, mother and two sisters, who reside in Clarendon, Va.

Patent Ruling Stands

THE U. S. Supreme Court on May 25 denied the petition of Shepard Broadcasting Service Inc., Boston, for a review of the decision of the U. S. Court of Appeals, First Circuit, which had denied the Shepard claim that its patent covering organ broadcasts had been infringed by the Aeolian-Skinner Organ Co. Inc. The patent involves a method and apparatus to improve the quality of reception of organ broadcasts by isolating the organist from all sounds of the organ pipes but the radio reproduction. The Shepard patent had been sustained by the U. S. District Court for Massachusetts.

Atlas Beer in Chicago

ATLAS BREWING Co., Chicago, through Sellers Service Inc., Chicago, on May 18 started a new 15-minute program, thrice weekly on WBBM, Chicago only, featuring Adele Starr, songster, one of Major Bowes' early proteges, with Witmer & Blue, a pianist team.

"BEYOND A SHADOW OF DOUBT"

. . . . goes to press today!

Insist on getting your copy of this guide to media buying, a study of radio advertising and listening in Pittsburgh.

WCAE

PITTSBURGH · BASIC NBC RED NETWORK

National Representative
HEARST RADIO

NEW YORK
CHICAGO
SAN FRANCISCO

KDYL
The Popular Station
NBC
SALT LAKE CITY, UTAH

WWNC
ASHEVILLE, N. C.
Full Time NBC Affiliate *1,000 Watts*

THE Quality Market of The Southeast Now Entering Its Summer Season of Doubled Population And Doubled Sales!

Radio Raises Level Of School Methods

Television to Aid Pedagogy, Declares Don E. Gilman

Mr. Gilman

SCHOOL teachers of the future will have to be showmen as well as pedagogues if radio continues to grow as an educational medium, Don E. Gilman, NBC western division vice-president told the San Francisco State Teachers College recently.

"It is reported that 300,000 schools in the United States are now equipped with radio sets, and that one great musical educational program frequently has 6,000,000 school children listening," Gilman said. "From this it seems to me we may well predict that the man or woman of the future not only will know what is good in music but will expect only the best. As a result of education, mediocrity in music, in drama, in all forms of art, will have a short life and an unprofitable one.

"The educator will have to learn that the pedagogy of the classroom, with control of the student under the eye of the teacher, is not the pedagogy which will serve educational purposes by radio. There must be, in the future, a better technique for educational programs than we have so far found; the educator himself must become entertainment-minded.

Interesting Education

"IF HE DOES become so, possibly this will affect the classroom of tomorrow as well as the radio audience. There has been much discussion of the need for making education more interesting, of teaching the fundamentals with less machinery, and possibly broadcasting will contribute to this field. The radio audience cannot be controlled, and while there would still be a large audience for any educational program, one which would be interesting and entertaining and attention - compelling would command a vaster audience.

"In a few months NBC will begin experimental broadcasts of television from New York, preliminary to its general development through the United States, when we shall see as well as hear public events, speakers and entertainment. I can foresee the extension of this great service to the classroom, when the dramatization of education will enlarge its scope. I cannot see the displacement of the teacher in this; it has been learned that broadcasting as an aid to education requires the intensive, intelligent and interested participation of the teaching staff. Television will do the same."

Radio contributes to international peace and understanding when freedom of speech is permitted by broadcasting systems, Gilman pointed out, adding "it is not unreasonable to expect that the increasing distribution of radio sets in itself will eventually force a broader attitude toward freedom of expression and freedom of speech.

"It was only recently," he said, "there came news from Germany that five of its citizens had been arrested and sentenced to imprisonment for listening to programs from Moscow. The American people would never submit to such restraint of the right to think. Complete freedom of speech is necessary to progressive radio as it is to a progressive people. It is my opinion that radio listeners everywhere will demand this same right of freedom."

QUICK THINKING
Announcer Stifles Shouts at Pageant Accident

HERE'S an example of quick thinking and prompt action by an announcer. John Sheehan, WGY announcer, was detailed to assist John B. Kennedy, NBC news commentator, in describing the National Safety Pageant staged by the City of Albany. Members of the police and fire departments, with 10,000 school children participated in the program before 15,000 spectators, including Gov. Lehman and other members of the official family.

The pageant was depicting the "Death of Carelessness" when a section of temporary stands collapsed and 700 children tumbled in a heap. Sheehan was at the microphone. He saw what happened and at the same instant saw that one of the members of Mayor Thacher's party was about to shout a warning. Sensing that if any word of an accident went out on the air the mothers of those 10,000 children would be panic stricken, he politely placed his hand over the man's mouth before he could say a word. As a result nothing went out on the air about the accident. None of the children were hurt beyond slight bruises and cuts.

WMBD's New Plant

WMBD, Peoria, Ill., is installing an entirely new transmitting plant entailing an investment of approximately $27,000 and hopes to be on the air with its modern installation by July 1, according to an announcement May 19 by Edgar Bill, president and general manager. A Western Electric 1,000 watt transmitter has been contracted for along with a 260-foot Blaw-Knox vertical radiator. The new building is to be erected on an 11-acre site, and a portion of it will be of glass brick.

WAAT, Jersey City, recently received a request asking the management to air the plea of a young couple wanting to adopt a baby girl two or three years of age.

To Completely Control the Puget Sound Market Use Both of Seattle's Pioneer Radio Stations

KOMO NBC-Red | **KJR** NBC-Blue

National Representatives — EDWARD PETRY & CO.

WE HAVE TROUBLE HOLDING OUR CLIENTS!

A TRUE STORY OF WHAT HAPPENED MAY 9, 1936

HELLO, IOWA BROADCASTING COMPANY--THIS IS THE NU-ENAMEL COMPANY--WE WANT TO CANCEL OUR RADIO PROGRAM!
CANCEL! WHY YOU'VE JUST STARTED--YOU'VE ONLY HAD TWO PROGRAMS--ONE YESTERDAY AND ONE THE DAY BEFORE!
YOUR "MR. FIXIT" OFFER IS A DANDY--BUT AREN'T YOU ASKING TOO MUCH TO EXPECT RESULTS FROM ONLY TWO BROADCASTS.
OH, BUT WE'VE HAD RESULTS! SO MANY PEOPLE HAVE ALREADY ACCEPTED OUR OFFER IT WILL TAKE SIX MONTHS TO FILL THE ORDERS

THE PROGRAM: Five minutes of painting and decorating hints by Mr. Fixit, the Nu-Enamel man.

THE OFFER: One room painted free for purchasers of Nu-Enamel.

THE RESULT: More business than the sponsor was prepared to handle.

THE MORAL: It pays to advertise over the friendly radio stations of The Des Moines Register and Tribune.

CBS Basic, Des Moines — NBC Basic Blue, Cedar Rapids-Waterloo — NBC Basic Blue, Des Moines

IOWA NETWORK

National Representatives: John Blair & Co.

Merchandising Notes

Autos and Soap—More About Summer—Radio Fashions—Drifting Hearts—Tour for Sponsors

PROCTOR & GAMBLE Co., Cincinnati, through the medium of *The O'Neills* program on an NBC-Red network and printed media on May 18 began a series of weekly prize contests. Each week the contest culminates in the award of five Pontiac cars, plus 1,000 gallons of gasoline. Winners of the cars receive a credit slip good for gasoline at any dealer.

Prizes are awarded on the basis of the best letters submitted on the subject "I Like Ivory Flakes Because . . ." Ninety-nine other cash awards range from $100 to $5. All entries must supply a box top from a box of Ivory flakes. The contest is scheduled for six weeks.

* * *

A DAILY prize is given to the listener of KFEL-KVOD, Denver, who submits the best name for the new song which Jay Burnette writes for each program under sponsorship of Solitaire coffee. Suggested names must be written on Solitaire labels.

500,000 lbs. of copper every day now produced from mines in
BUTTE
Home of
KGIR

BESIDES offering a terse, illustrated brochure on automobile radio sets, CBS has released a striking study titled *A Summary of Summer—1936 Radio Facts.* It is spiral bound with printed cellophane cover in which a typewritten phrase is patterned like a tree and lays over the paper self-cover. The only illustration is on the back cellophane cover, the CBS symbol. Five specific reasons why the 1936 summer season will be a good one are offered in big type, averaging only two or three sentences to a page (right-hand). The left-hand pages are blank.

* * *

AT 6:50 each evening titles of movies at three local theatres are read by WMAZ, Macon, Ga., along with starting times of features and complete shows. Two names selected at random from the telephone directory are announced and offered complimentary tickets to any program if they call at the sponsor's place of business. Theatres run trailers on the feature.

* * *

LOBEL'S Children's Store, sponsors of the *Miniature Minstrels* on WFBL, Syracuse, has placed a one-sheet display in the entrance of the store. The display board carries pictures of all artists in the *Minstrel* and the time and day of the radio program.

Drug Store Merchandising Booms Sales

FOR A WEEK Sommers' Rexall Drug Stores in San Antonio featured in windows, on counters and in newspaper advertising products advertised on WOAI and sold by Sommers' stores. Large signs announced the "Sommers' - WOAI-Radio Week" and several items were put on sale. Here is a show window.

Ray Davis, advertising manager of Sommers' stores, described results like this:

"The WOAI windows attracted more attention than any windows we have had thus far this year. Store managers reported that several passers-by were continually looking at the windows, and most of them examined carefully each individual display, from product to price to poster tie-up announcing the radio program and stars. But as for results—nearly every item featured easily tripled its average sale during the week of the tie-up. And there were 25 items. Newspaper ads with similar layout to window displays helped the tie-up. We were very much satisfied with the WOAI merchandising tie-up. We think the cooperation of both sponsors, our own display men and WOAI helped to put across in a big way, the "Sommers - WOAI-Radio Week."

SO SUCCESSFUL were the first 15-minute programs direct from Maceys Inc., St. Paul women's apparel store, that it has signed a year's contract for a 15-minute program each week on KSTP. The program is not straight commercial, because, in addition to the news on buying and fashion events, a guest musical artist is included on each week's broadcast. Last week Macey's got a double play for their money by putting one of their telephone operators before the mike. They had discovered that she had had roles in the St. Paul Civic Opera.

Broadcast serves a dual purpose. The listening audience hears all about the store and a special broadcasting booth draws crowds, and loudspeakers in the store also carry the program.

* * *

MRS. ETHEL STRONG, conducting the *Home Folks* program on WOAI, San Antonio, stages demonstrations on Peter Pan salmon in grocery stores. Alaska Pacific Salmon Co. is sponsoring announcements on the *Home Folks* series In addition she has been giving talks at parent-teacher meetings, where she distributes mimeographed letters telling of the *Home Folks Journal,* soon to be published. The *Journal* mailing list has been growing at the rate of several hundred a day.

* * *

A THEME song, "Hearts Adrift", composed by Carleton Bates, Boston, used by Edgar P. Lewis & Sons Co. Inc., Malden, Mass., on its programs for Viva candy, is given away on the sponsor's programs on WCOP, Boston, to all who request it.

EACH of the four local salesmen of WREC, Memphis, arranges a Sunday tour for a local client to the modernistic transmitter house, located four miles outside the city. Four engineers are on duty at the transmitter to give technical explanations for sponsors and their friends, who make the Sunday visits by appointment. According to Hoyt B. Wooten, WREC owner and manager, the sponsor parties are proving effective in strengthening relations with accounts and developing new business. WREC plans to encourage trips to the transmitter by civic and school groups.

* * *

LISTENERS of KLZ, Denver, are being offered a copy of each week's program schedule, which are printed and mailed each Friday. Quantities of the schedules are made available at downtown locations for the transient public. More detailed descriptions are supplied through display advertising in a local newspaper. The new program schedules include names of sponsors, guest stars and general information of interest to fans.

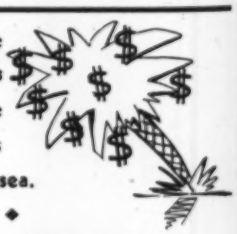
The local advertiser knows what's what • • the fact that during the past year, Baltimore advertisers have bought more time on WFBR than any other major network station is a tip-off to shrewd national advertisers.

Representatives: Edward Petry & Co.

NEW YORK • CHICAGO • DETROIT • SAN FRANCISCO

FEATURES
On Transcriptions
Available to Stations and Agencies
Samples on Request
STANDARD RADIO Inc.
Hollywood, Calif.

Covers the Islands like the waters cover the sea.



KHBC
HILO, HAWAII

KGMB
HONOLULU, HAWAII
FRED J. HART, President and General Manager
SAN FRANCISCO OFFICE, CALIFORNIAN HOTEL
Representatives:
CONQUEST ALLIANCE COMPANY
NEW YORK, 515 MADISON AVE. CHICAGO, 100 N. LaSALLE ST.

IN THE CONTROL ROOM

M. W. SMITH, in charge of design in the generator division, has been named by Westinghouse Electric & Mfg. Co. as manager of engineering with headquarters in East Pittsburgh.

THE Morris Liebmann Memorial Prize for 1936 was awarded by the Institute of Radio Engineers to B. J. Thompson, in charge of the electrical research section of the RCA tube laboratory, Harrison, N. J., for "contribution to the vacuum tube art in the field of very high frequencies."

ROY KESSLER, formerly of WJIM, Lansing, has joined the technical staff of WKBZ, Muskegon, Mich.

JOHN G. PRESTON, engineer of WMAZ, Macon, Ga., will be married June 3 to Miss Elizabeth Walker, of Macon.

FRED BOWEN, sound engineer for Associated Cinema Studios, Hollywood sound organization, is on tour of 26 California cities to install a public address system at each point where auditions will be held for *California's Hour*. Winners at each place travel to Los Angeles for the weekly broadcast sponsored by the California Chain Stores Association, through Lord & Thomas' Los Angeles office, from KHJ to stations of the Don Lee-CBS network in California.

MURRAY BOLEN, studio engineer of KFRC, San Francisco, has taken a three-month leave of absence and leaves June 1 for Schenectady, to make a further study of the technical end of radio at the General Electric laboratories.

CLIFF CORBETT, assistant chief engineer of WNEW, Newark, has returned to his duties after an operation.

Exposition Bee

A SIX-STATE spelling bee which will draw thousands of high school students to more than a dozen radio stations is being arranged by Cleveland's Great Lakes Exposition. Spelldowns will be held for two half-hour periods a week. Two winners from each station will come to the Exposition on July 24 and 25 for the finals. Definitely scheduled are WJW, Akron; WKBN, Youngstown; WHBC, Canton; WAIU, Columbus; WEAI, Cincinnati; WSPD, Toledo, and WLEU, Erie. Other stations are expected to enter.

To End Site Delays

QUICKER handling of antenna site locations for broadcasting stations is the objective of conversations started May 18 by the Airways Division of the Bureau of Air Commerce with the FCC Engineering Department. Undue delays in clearing applications for installation of radiating systems prompted the conversations, and it is expected that a new form of procedure will be adopted. The Airways Division, under the law, examines all antenna site locations to determine whether the masts will constitute an interference with air navigation.

IN TWO weeks WBIG, Greensboro, N. C., broadcast 27 political speeches during the gubernatorial campaign.

EQUIPMENT

KMBC, Kansas City, is setting a record in reconstruction of its largest studio, according to Arthur B. Church, manager. A contract has been let for the latest type of Johns-Manville job, with the understanding that haste and much night work, after the big local productions and network originations, are the essence of the agreement. Men must sit by during certain programs using the great two-console studio pipe organ, and during the recording of important auditions. Unique in its design by entirely touting superior "dead-end" claims of recent years, the new studio will be literally floated within the old one and will meet high fidelity pick-up requirements from any location in the large room. Not only its big studio, but the entire KMBC layout of 30 rooms on the top floor of the Pickwick Hotel are being air conditioned and redecorated, in Church's modernization campaign. Entire new recording equipment has been installed.

WROK, Rockford, Ill., is making extensive equipment changes, having broken ground May 18 for a 239-foot vertical radiator located five miles north of the city. It is to be completed June 15. New input equipment is being installed at the studios and studios and offices are being remodeled by June 15, when the station will go to full time. A full week celebration is planned.

WIS, Columbia, S. C., has erected a 260-foot reflector to suppress the signal toward Miami where WQAM also occupies the 560 kc. channel. WIS recently was granted 5 kw.

WITH early expansion in view, WJBK, Detroit, has assured itself of a desirable site by buying three-and-a-half acres of land at almost the exact geographical center of its trading area, according to James F. Hopkins, general manager.

AFA Speakers Listed

PROGRESS of television will be explained to the 32d annual convention of the Advertising Federation of America, convening June 28-July 2 in Boston, by David Sarnoff, RCA president. Bruce Barton, chairman of the board of Batten, Barton, Durstine & Osborn Inc., New York, will discuss "The Master Key in Business; Sensing What the People Want". Among other speakers will be Chester H. Lang, AFA president; Allyn B. McIntyre, president of the Advertising Club of Boston, and Mrs. Grace Morrison Poole.

WOR, Newark, has exclusive rights to broadcast the summer symphony concerts at Lewisohn stadium, New York, and feed the programs to Mutual.

Supreme Court
OKAYS
TVA
•
ADVERTISERS
KNOW
WNOX
KNOXVILLE, TENN.
Only medium covering this area.

Read the Announcements of New "Spot" Campaigns

The Folger System—A Coffee Formula

Using Radio Extensively, Midwest Concern Dominates

Washing Machines Promoted by Discs

Sterling on 28 Stations

Book Mart Tests Radio

PLYMOUTH MOTORS STARTS CAMPAIGN

Wasey Products Spots

RCA Spots Continued

U. S. Rubber Spots

General Electric Discs

Electrolux Discs

CONTINENTAL OIL SHIFTS TO DISCS

Swift Using Spot

Ferry-Morse Spots

Notices of WFAA-WBAP campaigns clipped from recent issues of "BROADCASTING"

and Renewals

in

BROADCASTING
Broadcast Advertising

and you'll find that for reaching the rich Southwestern trading area, leading National Advertisers and Agencies almost unanimously select

50,000 WATTS

WFAA - WBAP

DALLAS FORT WORTH

The First Choice of Local Advertisers, too!

REPRESENTED NATIONALLY BY
EDWARD PETRY & CO., INC.
New York, Chicago, Detroit, San Francisco

Dr. Woodruff Is Named Head of Amateur Group

DR. EUGENE C. WOODRUFF, head of the electrical and radio engineering department of Pennsylvania State College, has been selected as successor to the late Hiram Percy Maxim as president of the American Radio Relay League by the board of directors at their annual meeting. George W. Bailey, of Weston, Mass., was chosen as vice president.

Dr. Woodruff was the senior member of the board, having served for ten years as the director of the Atlantic Division. He is well known in engineering and educational circles as an inventor and as an instructor in electrical engineering and radio. Mr. Bailey, newly-elected vice president, has been a director of the New England Division for the last four years. He is secretary of the Stedman Rubber Flooring Company of Weston, Mass., and operates amateur station W1KH. President Woodruff and Vice President Bailey automatically assume similar positions in the International Amateur Radio Union, a federation of 26 national amateur societies.

Business doubled over last year
Reason — Results
"ASK GEORGE ROESLER"
WLBC - Muncie

Birth of a Colt

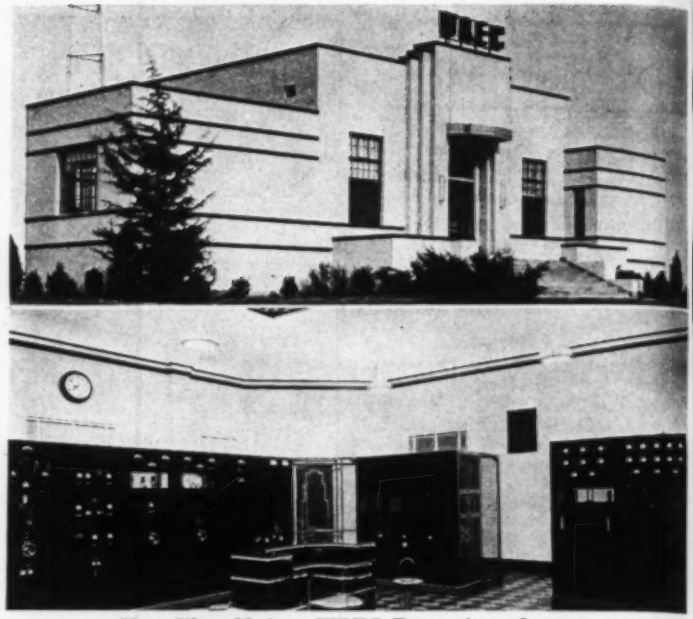
WAAB, Boston, and Yankee Network, broadcast an announcement of the birth of Weston Adam's colt on the *Racing Matineer* program recently. Stacks of mail have piled in with names for the young horse, a pair of season passes for Suffolk Downs having been offered to the listener who submitted the most suitable name for the colt.

MBS Meeting Deferred

MUTUAL Broadcasting System postponed indefinitely its meeting scheduled for May 19 because of the enforced absence of several board members. It is likely a meeting will be called in June to consider expansion of the network, among other things, and in any event a session will be held coincident with the NAB convention in Chicago July 5-8.

McCarthy-Hill for Fight

BUICK MOTOR Co., sponsoring the Joe Louis-Max Schmeling fight June 18 on combined NBC Red and Blue networks, has signed Clem McCarthy and Edwin C. Hill to announce the event. McCarthy will handle the fight itself and Hill will provide prefight and between-round color. Radio rights to the fight are understood to have been acquired for $25,000. Arthur Kudner Inc., New York, placed the account.



New Ultra-Modern WREC Transmitter Layout

Mr. Wooten

THE new high-fidelity transmitter of WREC, Memphis, operating on 600 kc. with 1 kilowatt at night and 2½ daytime, is completely shielded. So perfect is the shielding, according to Hoyt B. Wooten, owner and manager, that it is practically impossible to receive any other local station on a radio set inside the transmitter house. The shielding was accomplished by use of reinforced concrete walls, roof and floor as well as bronze screening over windows. The shielding prevents radio frequency feedback.

When the new composite transmitter took the air April 26 WREC also introduced its new directional radiating system, consisting of two 420-foot Truscon towers fed independently by concentric cables. Shown in the pictures are the transmitter house exterior and the modernistic interior with the old Western Electric auxiliary at the right and the new composite at the left.

Heat from the tubes is blown through the transmitter house to provide warmth in winter. The fans are reversed to blow out warm air in summer. Designing of the WREC layout was arranged last autumn by T. A. M. Craven, then a consulting engineer; S. D. Wooten Jr., chief engineer of WREC, and Wilson Raney, assistant. WREC is asking 5 kw. daytime.

4 times as big!!

VARIETY

WBNX Power Boost

WBNX, New York, has obtained permission from the F.C.C. to up its power from 250 to 1,000 watts, and build a 200-watt shortwave outfit. Boost goes into effect as soon as a new transmitter at Cliffside, N. J., can be completed. Programs thereafter will be long and short-waved simultaneously for greater coverage. Indie station is owned by Standard Cahill and operates on three-quarter schedules. Programs are well salted with foreign stuff, latter being broadcast in 10 languages.

SPEAKS THE LANGUAGE — SHORT WAVE W2XIS 31,600 KC ALL PROGRAMS — STANDARD CAHILL CO. WBNX NEW YORK CITY 1350 KC — PORTABLE UNIT W2XIN 31,100 KC SPECIAL PICK-UP — OF YOUR PROSPECT

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Every city in the U. S. having a radio station as of January 1, 1936, is shown . . . Time zones are indicated . . . The reverse side of the map carries a complete log of broadcast stations, alphabetically by state, city, and call letters, with wave lengths and powers shown.

The map is 17½x11½ inches, printed on white ledger paper that permits the use of ink.

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BROADCASTING
Broadcast Advertising

National Press Building
Washington, D. C.

Dominion Advertising Interests Asking More Broadcasting Facilities

By JAMES MONTAGNES

FINAL hearing of the Parliamentary Committee investigating Canadian radio included a resolution by advertising agencies and broadcasters to allow prices to be stated in advertising announcements; for more stations in Northern Ontario, Quebec and Nova Scotia; for the banning of all private broadcasting stations and advertising by the All-Canadian Congress of Labor; a statement by Harry Sedgewick (CFRB) Toronto, that nationwide surveys had proved commercially sponsored programs most popular and that radio advertising engendered newspaper advertising.

Of interest to American broadcasters in connection with the forthcoming election was the brief presented for the Canadian Radio Commission by Hector Charlesworth, its chairman, that Parliament should place a definite number of hours to be allotted to political broadcasting by each party during a federal election, and endorsing the Allswater report to the British Parliament that political broadcasting cease three days before poling and that there should be no political broadcasting on election day until the polls closed.

While no definite decisions will be made known for some time as to the fate of broadcasting in the Dominion, it is understood in authoritative circles that the plan of Marine Minister C. D. Howe, given the committee before the public hearings opened, will be adopted in Parliament. This plan is understood to have been put on paper a year ago by permanent officials of the radio branch of the department of marine, and calls for a government corporation with general manager and seven regional directors to control all broadcasting through the Minister (BROADCASTING April 15). There is little likelihood of the government withdrawing from the broadcasting field.

* * *

CFRC, one of three stations operated by Canadian universities, the station of Queen's University, Kingston, Ontario, joined the Canadian Radio Commission network May 31. As the station is a non-commercial it has not yet been announced whether it will carry advertising or will merely carry sustaining Commission programs. The addition of CFRC, a 100 watter on 1510 kilocycles, makes a total of 55 stations on the broadcast band with 3 on shortwave bands on the CRC coast-to-coast chain, 26 of which are basic stations, the remainder carrying commission programs optionally. CFRC carries optional programs only.

Dowling Named

EDDIE DOWLING, actor and radio artist, has been named chairman of the stage and screen division of the Democratic National Committee. James E. Sauter, New York, was named vice chairman. Mr. Dowling, who acted in the same capacity in 1932, was a candidate for appointment to the old Radio Commission as well as the FCC.

KNX to Rescue

WHEN Mrs. Joseph W. Stingle, of Sixtymile, Alaska, went to Dawson, 60 miles away, for a major operation, since communication with her husband was impossible and knowing that the midnight *Transpacific News* period of KNX, Hollywood, is tuned in by thousands of Alaskans, a wire was sent from Dawson to KNX and the success of the operation was read on KNX as "news of interest to citizens of Sixtymile, Yukon."

WDAY, Fargo, Observes Its 14th Year on the Air

WDAY, Fargo, N. D., oldest station in the Northwest, observed its 14th anniversary May 22. Earl C. Reineke, who founded the station as a 50-watt outlet, is its president and general manager. The station, an NBC outlet, operates on 940 kc., with 5,000 watts day and 1,000 night.

During the day of special broadcasts commemorating the anniversary, it was recalled that when the station received its first license in 1922 it had a staff of two members, as against a score today exclusive of entertainers; that the transmitter and studio were in the same room of 10 by 18 feet, whereas the studios now occupy 6,000 square feet in one of the city's largest buildings with ultra-modern equipment, and the transmitter building is four miles from Fargo, occupying 2,000 feet.

Golden Gate Club Elects

NATHAN (Dan) DANZIGER, general sales promotion and advertising manager of Golden State Co. Ltd. (dairy products) was elected president of the San Francisco Advertising Club at its annual meeting in the Palace Hotel, that city, May 13. He succeeds Harold R. Deal, advertising and sales promotion manager of Associated Oil Co. Wilmot P. Rogers, advertising director of California Packing Corp., was elected vice president; Miss Jean Scott Frickelton, head of the Frickelton Adv. Agency, secretary, and Lou E. Townsend, advertising manager, Bank of America, treasurer. Directors include Walter A. Burke, radio research manager, McCann-Erickson Inc.; Walter J. Held, advertising executive, Standard Oil Co., and Mr. Deal.

Landon Campaign Scripts

THE Landon-For-President headquarters at Topeka, Kan., has contracted with KOIL of Omaha, to write radio skits for presentation on stations all over the country during the presidential campaign. First of the series were sent to more than 100 stations.

Beautiful Western Montana is Bristling with Summer Vacationists. All Dude Ranches are Equipped with Radios tuned in to

1000 Watts 1260 Kc. **KGVO** MISSOULA MONTANA

KFWB LOS ANGELES — WHERE PEOPLE BUY

FLOWING GOLD

Forests of oil derricks greet you everywhere in Southern California . . . spouting millions of barrels of flowing gold . . . new wealth to increase the earning and spending power of its 3½ million people.

Thousands of Southern Californians depend on KFWB for their daily radio entertainment. They can afford to buy what you have to sell. Tell them about it effectively, economically over KFWB—Los Angeles' favorite local station.

KFWB
LOS ANGELES

Owned and Operated by
WARNER BROS. MOTION PICTURE STUDIOS

FREE & SLEININGER
Exclusive Representatives

How to Reply to Youth's Questions

Some Pointers a Station Manager Can Give to Those Who Plan to Adopt Broadcasting as Their Career

By STANLEY E. HUBBARD
Vice President and General Manager
KSTP, St. Paul-Minneapolis

Mr. Hubbard

HERE it is, almost graduation time, and all employers know what that means — dozens of youths, diploma in hand, asking for jobs. Not long ago a good share of these ambitious young folk, eager to find a place in the economic scheme, crowded into newspaper offices. They wanted to be reporters. But now they want to break into radio. Here Stanley Hubbard offers some pertinent points for the consideration of those who want to enter the broadcasting business.

RADIO, still dynamic, destined for added changes in the future, has, nevertheless "come of age." No longer is it the sole concern of tinkering experimenters or the convenient auxiliary of art and enterprise. It has become a vast and varied field in itself, and youth is turning increasingly to the possibilities of radio as a career.

Some of those youths visit radio stations, seeking openings in the varied fields which a young and growing profession affords. Parents come, or write letters, asking: "What chance has my son or daughter of entering radio as a business career?" Answering those questions isn't always easy, but they have become more and more the concern of station executives.

The backgrounds of those holding key positions in radio today provide no standard of measurement for questful youth. Pioneers have grown up with the industry in not much more than a decade. The essentials in pioneering performance have been achieved. Obviously, today's and tomorrow's recruits to radio find that door virtually closed; a different and a more definite preparation must be considered.

Classroom Training

COLLEGE administrators are recognizing the demand; some are laying the groundwork for courses designed to prepare young people for radio careers. Yet these same eager questions confront those who manage radio stations, and recruit their staffs.

Desirable classroom and laboratory backgrounds for the radio technician are easily outlined. The prospective engineer, obviously, must take every course in the department of radio engineering of his chosen university. Basic cultural courses should by no means be ignored if the new engineer is to have any advantage over his predecessor, trained in the effective but somewhat narrow school of experience. With the advent of television, engineers may even find an increasing need for such courses as those in play production, and the like. The aspirant to leadership in radio engineering can scarcely go too far in the field of scholarly preparation. A degree in physics, graduate study with intensive research in electrical engineering, ought to give advantages that would make later progress far more certain.

The sales field holds some of radio's greatest possibilities. As to preparation, the college business course may not be an essential, but certainly it should provide valuable backgrounds. Classroom work and research in salesmanship, merchandising, retail credit, marketing, personnel management and psychology are helpful. Yet the successful "space" salesman for a newspaper does not automatically become an effective "time" salesman for radio.

A flair for showmanship is an absolute requirement with the radio salesman. He must be prepared to sell more than time on the air. The propriety of programs as to products advertised, an appreciation of fundamentals in the theatrical field, a keen understanding of mass psychology — those problems must occupy the constant study and involve primary concerns for any who seek success in radio salesmanship.

Production Problems

THE PRODUCTION phase of radio is a broad one, in which announcing and continuity writing are only parts. No amount of preparation can give the announcer that one fundamental—a pleasing voice. But, given the voice, there are other requirements. College training can be tremendously helpful, with its courses in the fundamentals of speech, interpretive reading, the theory of acting, applied psychology, comparative literature, music appreciation, phonetics, and voice production.

Continuity writing is often a part of announcers' work. It requires a specialized "journalistic" aptitude. Continuity, through its use in broadcast programs, substitutes "ear appeal" for "eye appeal." In the writing of that material, it must be remembered that the voice is to be its vehicle, and not the printed page. Radio, reaching its listeners, is analagous to the personal visit rather than the written letter. With those facts uppermost, the man or the woman devoting time more exclusively to the writing of continuity can profit by much of the training fundamental to journalistic work. Courses—and that's what the inquiring collegian always asks about—should include, preferably, English composition and rhetoric, play writing and production, theory of reading and acting, speech, applied psychology, music, literature, the arts, psychology. Specialized courses in schools of journalism would be decidedly helpful.

That field broadly designated as "production" requires, more than any other in radio, the breadth of background and the thorough grasp which only experience can give. Yet, in any of these suggested answers to youth's more insistent queries, experience remains the essential to finished performance. College preparation for the

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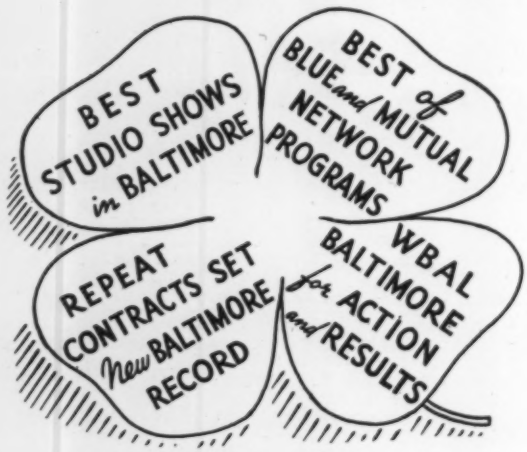
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BROADCASTING
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man or the woman who ultimately enters the production side of radio should not overlook courses in music appreciation, play production, the fundamentals of speech, psychology, English composition and rhetoric, and the psychology of advertising.

For the college graduate who has some of these valuable classroom backgrounds, the question still persists: "How can I get into radio?" The answer there, as in other fields, lies in humbler beginnings. A start with a smaller station, and proved success there, paves the way for work in larger fields. Entrance into one branch with a larger station may lead to the type of work for which the greatest aptitude is demonstrated.

Thorough groundwork in theories is, of course, helpful only in their application. In radio, there is no substitute for experience. It may be gained through a start at a small station, with perhaps a wider variety of duties to be performed, or it can be obtained through the apprenticeship of humbler beginnings with a larger station.

Radio holds its greatest future for young people with a creative bent. The person who has ideas, who recognizes daily schedules as a succession of programs, each of which must have elements of distinction and difference, can contribute something to radio. The unimaginative individual, mentally in a rut, would remain so in the swiftly developing competitive field of the air-waves. Courage, tempered judgment, a keen appreciation of mass reactions, and a tireless devotion to the often fickle interests which those reactions display—those are just a few of the essentials to success in radio.

College training, designed to meet more adequately the specialized needs of radio, is still in its formative stages. Executives in the industry are lending their help, where it can be effective. Yet there are elements which neither educators nor radio employers can subject to the confining rigors of a prepared formula. Youth itself must provide those elements. They have a familiar sound, but none the less enduring validity—hard work, intelligent, practicable ideas, and the ability to execute them.

WOWO Transfer Set

TRANSFER of WOWO, Fort Wayne, Ind., half-time clear channel station from the Main Auto Supply Co., to Westinghouse, was ordered set for hearing by the FCC Broadcast Division at a meeting May 21. The hearing probably will be in the fall, jointly with that of transfer of WGL, Fort Wayne, from the same owners to Westinghouse. The latter is a 100-watt station.

KEN McCLURE, newscaster of WOAI, San Antonio, spoke some 2,300,000 words into the microphone during the program's first year on the air.

WTCN
St. Paul — Minneapolis
FREE & SLEININGER, INC.
National Representatives.

5,000th PROGRAM — Prudence Penny (Leona Malek), at right, being presented with a bouquet by Paul Dowty, Halloween Martin and Parker Wheatley, announcers of the Musical Clock of WBBM, Chicago. Miss Malek has been broadcasting her "Prudence Penny" program since 1923, over WQJ, KYW and since 1934 on WBBM.

HARRY F. ANDERSON, NBC western division sales manager in San Francisco, has started a series of monthly luncheon meetings for his department and each time invites the personnel of a San Francisco agency.

GETTING RADIO JOB
Opportunities to Find Work Shown in Booklet

WANT to break into radio? Conrad E. Kennison, manager of WRDO, Augusta, Me., realizing that a good many thousand folk would like to get lined up with a station, has written a booklet titled *Breaking Into Broadcasting*. It provides an outine of the broadcasting business, opportunities offered, and how to get into the field.

Mr. Kennison takes the various types of employment in the radio field and describes the opportunities each offers and the requirements each exacts from those who choose to enter it. One of the best ways of breaking into radio, he says, is to gain experience at a small station. Part-time opportunities in the industry are pointed out.

WOR and Mutual network have secured exclusive rights to broadcast horse races from the five New York Racing Associations.

Hotel Tests Discs

VICTORIA HOTEL, New York (hotel accommodations) has started a series of quarter-hour transcriptions titled *Pickering Pictorial Paragraphs* as a test campaign over WCKY, Cincinnati May 24, Sundays 10:30-10:45 a. m. for six weeks. The discs were made by Universal Recording Co., New York. If the test proves successful the campaign will be enlarged to include the New England states and New York City says the agency, Alfred Rooney Co., New York.

RADIO GUIDE, fan publication, plans a sponsored network program over the NBC-Blue beginning in the fall. Neither agency nor show has been selected.

W J B Y
Adequately Financed
Capably Managed
Well Equipped
Locally Popular
Doing a good job in—
Gadsden, Ala.

Summer Audiences

They never change. That is, if your audience is made up of farm women. Their summer days aren't spent at bridge club Ladies Aid, and daily outings. -- As in the winter, the farm housewife spends her days in the house cleaning, canning and preparing three meals a day for a gang of hungry farm hands. Her summer days - like winter days - are spent listening to the radio while she works. The farm women buy with less "selling" in the summer. - The WNAX audience is comprised largely of "farm women".

WNAX
YANKTON, SO. DAKOTA

Best Daytime Station in the Land

Text of New FCC Rules Covering Extra-Broadcast Band Services

(*Continued from page 7*)

in compliance with the requirements for obtaining a license on the experimental frequencies shall be adhered to in the main, unless the licensee is authorized to do otherwise by the Commission.

(d) A licensee of a station assigned a frequency or frequencies on an experimental basis is not required to adhere to a regular schedule of operation but shall actively conduct a program of research and experimentation or transmission of programs, provided, however, licensees of experimental broadcast stations which are licensed to conduct special intermittent experiments, such as to develop and test commercial broadcast equipment, are required to operate only when there is a need therefore.

(e) A supplementary statement shall be filed with and made a part of each application for construction permit for a broadcast station which requests any frequency above 30,000 kilocycles, confirming the applicant's understanding:

1. That all operation upon these frequencies is on an experimental basis.
2. That these frequencies may not be the best suited to the particular service assigned.
3. That they may not be allocated eventually for such service.

984. (a) The licensee of each class of broadcast station listed in Rule 980 shall maintain adequate records of the operation, including:

1. Hours of operation.
2. Program transmitted.
3. Frequency check.
4. Pertinent remarks concerning transmission.
5. Research and experimentation conducted.
6. And any additional information specified in the regulations governing each class of station or for completing the supplemental report as required.

(b) The above information shall be made available upon request by authorized Commission representatives.

985. The licensee of each class of broadcast station listed in Rule 980 may make any changes in the equipment that are deemed desirable or necessary, provided:

1. That the operating frequency is not permitted to deviate more than the allowed tolerance.
2. That the fidelity of transmission is not impaired.
3. And that the power output complies with the regulations governing the same.

986. All classes of broadcast licenses authorize A3, A4 and/or special emission. In case A1 or A2 emission, or both, is necessary or helpful in carrying on any phases of experimentation, application setting out fully the needs should be made to, and authority therefor received from, the Commission.

987. In case all the general rules and regulations and the specific rules governing each class of broadcast station do not cover all phases of operation or experimentation with respect to external effects, the Commission may make supplemental or additional orders in each case as deemed necessary for operation in the public interest, convenience, and/or necessity.

Relay Broadcast Stations

1000. The term "relay broadcast stations" means a station licensed to transmit over short distances where wire facilities are not available, programs or orders concerning such programs for broadcast by one or more regular broadcast stations in the band 550 to 1600 kilocycles.

1001. (a) A license for a relay broadcast station will be issued only to the licensee of a regular broadcast station; provided however, in cases where it is impractical, impossible, or prohibited by laws or regulations for the licensee of a regular broadcast station to install, operate or maintain the necessary equipment under its legal control, the Commission may grant special temporary authority for each event to other persons to operate as a relay broadcast station equipment already licensed for another service, or equipment which may be installed under Section 319(b) of the Communications Act of 1934 without a construction permit.

(b) The licensee of a relay broadcast station is authorized to transmit commercial or sustaining programs and orders concerning such programs to its regular broadcast station and other broadcast stations transmitting the same program simultaneously, but is not authorized to transmit programs to be broadcast solely by other regular broadcast stations.

(c) Each application for temporary authority to operate a relay broadcast station from a person other than a licensee of a regular broadcast station shall be accompanied by an application for authority to broadcast the program from the licensee of the regular broadcast station proposing the broadcast.

(d) An application for special temporary authority to operate another class of station as a relay broadcast station shall specify a group of frequencies allocated in Rule 1003; provided, however, in case of events of national interest and importance which cannot be transmitted successfully to the nearest available wire facilities on these frequencies, other frequencies under the jurisdiction of the Commission may be requested, if it is shown that the operation thereon will not cause interference to establish stations; and, provided further, that in no case will the Commission authorize the use of the international broadcast frequencies for this purpose.

(c) An application for special temporary authority to operate on frequencies not allocated by Rule 1003 or to operate another class of station as a relay broadcast station must be received by the Commission not less than ten days prior to the actual event to be broadcast, and shall contain complete information concerning the frequencies requested, the license of the station to be used, and the information specified in Rule 1002 (b), (1) (2) (3) (4). In case of emergencies, which shall be fully explained in the application, the Commission may waive the ten-day requirement specified herein.

1002. (a) The license of a relay broadcast station does not authorize operation except as provided in subsections (b), (c) and (d) of this Rule.

(b) An application which may be submitted either by letter or telegram, for authority to operate temporarily a relay broadcast station for each event or series of associated events to be broadcast, must be received at least two days before the first proposed operation, and shall include:

1. A statement as to the period of use desired.
2. Identification and succinct description of the event proposed to be broadcast.
3. A statement concerning the availability of wire facilities.
4. Location of the program transmitter and receiver.

(c) Relay broadcast stations licensed on the experimental frequencies allocated in Rule 1003 (c) may be operated at any time for experimental purposes without notice to the Commission if no interference results to established stations and the program transmitted is not rebroadcast.

(d) In case of events occurring about which the licensee had no means of obtaining information two days in advance, such as earthquakes, aeroplane accidents, fires, etc., the application to and authority from the Commission as required in subsection (b) of this rule will be waived, provided, the Commission is advised by telegram sent before the broadcast as to the details of the events and the expected duration of the broadcast.

1003. (a) The following groups of frequencies are allocated for assignment to relay broadcast stations:

Group A	*Group B*	*Group C*
1622 kc	1606 kc	1646 kc
2053	2022	2090
2150	2102	2190
2790	2758	2830

(b) One group including four frequencies will be assigned each station. The first application from any metropolitan area shall specify group A; the second group B, and the third group C, the fourth group A again, etc. Outstanding assignments not following this order will not be changed unless a need therefore develops. Additional applications shall specify the next unassigned group in sequence or any other group if it appears interference will be avoided thereby.

(c) The following groups of frequencies are allocated for relay broadcast stations on an experimental basis and may be changed without prior notice or hearing (experimental frequencies):

Group D	*Group E*
31.100 kc	Any four frequencies
34,600	above 86,000 kc except
37,600	in band 400,000 to
40,600	401,000 kc

(d) All four frequencies in Group D will be assigned each station. Applicants may request any four specific frequencies under Group E which appear most suitable for the experimental work to be conducted. The licensee of a station on Group D or E shall carry on research and experimentation for the advancement of relay broadcast art and development of these very high frequencies for relay broadcast services.

(e) Applications for authority to construct a station for operation on the experimental frequencies shall include a statement concerning the research and experiments to be conducted. The research and experiments shall indicate reasonable promise of substantial contribution to the development of the program relay services.

(f) A license authorizes operation on only one of the four assigned frequencies at any one time. In case it is desired to transmit programs and spoken orders concerning such programs simultaneously, two licenses are required though each will specify the same group of frequencies.

1004. In case two or more stations are licensed for the same group of frequencies in the same area and have been authorized to operate under Rule 1002 (b), the licensees shall endeavor to select frequencies to avoid interference. If a mutual agreement to this effect cannot be reached, the Commission shall be notified and it will specify the frequencies on which each station is to be operated.

1005. A relay broadcast station shall be operated with a power output not in excess of that necessary to transmit the program and orders satisfactorily to the receivers, and in no event greater than the licensed power.

1006. The licensee of a relay broadcast station assigned the experimental frequencies under Rule 1003 (c) shall submit a supplemental report with and made a part of each application for renewal of license as follows:

1. Number of hours operated for experimental purposes.
2. Developments in the relay broadcast service.
3. Propagation characteristics of the frequencies assigned with regard to relay broadcast service.
4. All developments of major changes in equipment.
5. Any other pertinent developments.

International Broadcast Stations

1010. The term "international broadcast station" means a station licensed for the transmission of broadcast programs for international public reception. Frequencies for these stations are allocated from bands assigned (between 6,000 and 26,600 kilocycles) for broadcasting by Article 7, General Radio Regulations, annexed to the International Telecommunication Convention, Madrid, 1932.

1011. A license for an international broadcast station will be issued only after a satisfactory showing has been made in regard to the following, among others:

1. That the applicant has a program of research and experimentation which indicates reasonable promise of substantial contribution to the development of the international broadcast service.
2. That the station will render an international broadcast service.
3. That the program production and experimentation will be conducted by qualified persons.
4. That the applicant is legally and financially qualified and possesses adequate technical facilities to carry forward the program.
5. That the public interest, convenience and necessity will be served through the operation of the proposed station.

1012. (a) Licensees of international broadcast stations shall not broadcast programs for which they receive directly or indirectly any form of compensation but may transmit the programs of regular broadcast stations, including commercial programs, if the call letters when identifying both stations are given on their respective assigned frequencies only and the statement is made over the international broadcast station that the regular program of a broadcast station (identify by call letters) is being broadcast. In case of the rebroadcast of the program of any broadcast station, Rule 177 applies.

(b) No additional charge, direct or indirect, shall be made by the broadcast licensee for simultaneous transmissions by the international broadcast station and commercial accounts shall not be solicited by licensees of broadcast stations or by others upon representation that the program will also be transmitted by the international broadcast station.

(c) Programs of regular broadcast stations shall be transmitted only when they are of special international service or when programs for international service are not available.

(d) Station identification and program announcements shall be made with international significance suited for the foreign nation or nations for which the service is intended or in which the reception is believed to be best on account of the frequency, season and hour of operation.

1013. (a) The following groups of frequencies are allocated for assignment to international broadcast stations on an experimental basis:

Group A	*Group B*	*Group C*	*Group D*
6020 kc	9510 kc	11,710 kc	15,110 kc
6040	9530	11,750	15,150
6060	9570	11,770	15,170
6080	9590	11,790	15,190
6100		11,810	15,210
6140		11,830	15,230
		11,850	
		11,870	
		11,890	

Group E	*Group F*	*Group G*	*Group H*
15,250 kc	17,760 kc	21,460 kc	25,625 kc
15,270	17,780	21,480	25,650
15,290	17,800	21,520	25,675
15,310		21,540	25,725
15,330			25,750
			25,800
			25,825
			25,850
			25,875

(b) A separate license and call letters will be issued for each frequency except where frequencies in two or more groups are required to maintain a particular international broadcast service to certain foreign country or countries, one frequency from each of the groups required will be authorized by one license and call letters. In such cases these frequencies shall be used consecutively during a day as required and they shall not be used simultaneously either on the same transmitter or different transmitters.

(c) Not more than one frequency in any such group in subsection (a) of this rule will be assigned to a licensee unless it is satisfactorily shown that different foreign countries will be served by means of directional antennas.

(d) An applicant shall select the frequency which it is believed is best suited to the experiments to be conducted, for reception in the foreign country for which the service is intended, and for a minimum of interference to other international broadcast stations.

(e) Applicants shall file a separate application for each frequency or frequencies requested in different groups as provided in subsection (b) of this rule.

1014. (a) No international broadcast station will be licensed for a power output rating less than 5 kilowatts.

(b) While conducting apparatus experiments and in case adequate signal is delivered in the foreign country being served, the operating power output may be less than 5 kilowatts.

1015. A supplemental report shall be filed with and made a part of each application for renewal of license and shall include statements of the following:

1. The number of hours operated on each frequency.
2. A list of programs transmitted of special international interest.
3. Outline of reports of reception and interference and conclusions with regard to propagation characteristics of the frequency assigned.
4. Research and experiments being carried on to improve transmission and to develop international broadcast and the frequencies assigned.
5. All developments or major changes in equipment.
6. Any other pertinent developments.

Visual Broadcast Stations

TELEVISION AND FACSIMILE

1030. The term "visual broadcast station" means a station carrying on the broadcasting of images for general public reception. There are two classes of visual broadcast stations, namely: television broadcast stations and facsimile broadcast stations.

1031. The term "television broadcast station" means a station licensed for the transmission of transient visual images of moving or fixed objects for simultaneous reception and reproduction by the general public. The transmission of the synchronized sound (aural broadcast) is considered an essential phase of television broadcasting and one license will be issued for both visual and aural broadcast as hereinafter set out.

1032. The term "facsimile broadcast station" means a station licensed to transmit images of still objects for record reception by the general public.

1033. Licenses for visual broadcast stations will be issued only after a satisfactory showing has been made in regard to the following, among others:

1. That the applicant has a program of research and experimentation which indicates reasonable promise of substantial contribution to the development of the visual broadcast art.
2. That the program of research and experimentation will be conducted by qualified engineers.
3. That the applicant is legally and financially qualified and possesses ade-

quate technical facilities to carry forward the program.

4. That the public interest, convenience and/or necessity will be served through the operation of the proposed station.

1034. (a) Licensees of visual broadcast stations shall not transmit programs either aural, visual or record, for which they receive directly or indirectly, any form of compensation.

(b) In the case of experimental televising of the production of a commercial broadcast program, all commercial announcements not a part of the entertainment continuity shall be eliminated from the television broadcast except the mere statement of the name of the sponsor or product or the televising of the trade mark, symbol, slogan or product of the sponsor; provided however, when the program transmission is incidental to the experiments being conducted and not featured and subject to interruptions as the experiments may require, the commercial announcements may be broadcast aurally.

(c) No additional charge, direct or indirect, shall be made by the licensee of a regular broadcast station for simultaneous transmission by a television broadcast station and commercial accounts shall not be solicited by licensees of regular broadcast stations or by others upon the representation that the program will also be transmitted by a television broadcast station.

(d) The synchronized sound (aural) program of a television broadcast station may be broadcast by a regular broadcast station provided:

1. That no announcements or references shall be made over the regular broadcast station regarding the operation of the television broadcast station, except the mere statement that the program being transmitted is the synchronized sound program of a television broadcast station (identify by call letters).

2. That the call letters when identifying the television broadcast station and the broadcast station shall be given on their respective assigned frequencies only.

1035. (a) The following groups of frequencies are allocated by bands for television broadcast stations on an experimental basis and may be changed without prior notice or hearing:

Group A—42,000 to 56,000 kc.
Group B—60,000 to 86,000 kc.
Group C—Any two adjacent frequencies above 110,000 kc except in the band 400,000 to 401,000 kc.

(b) A license for a television broadcast station will authorize the use of two adjacent frequencies in any one group. The lower carrier frequency shall be for visual broadcast and the higher carrier frequency for the aural broadcast.

(c) A licensee will be granted only one station in each frequency group for operation in the same service area.

(d) An application may be made for two adjacent frequencies (one for the visual and the other for the aural carrier) in any frequency group. However, if it is desired to operate in more than one frequency group, it will be necessary to make separate applications, one for each.

(e) Applicants shall specify the band width required for the proposed transmission.

(f) Carrier frequencies shall be so selected that no emission from any cause will result outside the bands specified in subsection (a) of this rule.

(g) An applicant shall select the frequency which is believed suited for the experiments to be conducted and will cause the least or no interferences to established station.

1036. (a) No frequencies are specifically allocated for facsimile broadcast stations but an applicant may request any frequency specified in Rule 1073 which will cause the least or no interference to established stations.

(b) Each application shall specify the frequency or frequencies desired and the maximum modulating frequencies proposed to be employed.

(c) The operating frequency of a facsimile broadcast station shall be maintained in accordance with the frequency assignments as shown by Rule 980 provided, however, where a more strict adherence to the assigned frequency is necessary to prevent interference, the Commission will specify the tolerance.

(d) A facsimile broadcast station authorized to operate on frequencies regularly allocated to other stations or services shall be required to abide by all rules governing the stations regularly operating thereon, which are applicable to facsimile broadcast stations and are not in conflict with Rules 980 to 986, inclusive, and Rules 1030 to 1039, inclusive, excluding Rule 1035.

1037. The power output rating of a visual broadcast station shall not be in excess of that necessary to carry forward the program of research. The operating power may be maintained at the maximum rating or less, as the conditions of operation may require.

1038. A supplemental report shall be filed with and made a part of each application for renewal of license and shall include statements of the following:

1. Number of hours operated for transmission of visual programs.
2. Comprehensive report of research and experimentation conducted.
3. Conclusions and program for further developments of the visual broadcast service.
4. All developments and major changes in equipment.
5. Any other pertinent developments.

High-Frequency Broadcast Stations

1050. The term "high frequency broadcast station" means a station licensed on the very high frequencies for transmission of aural programs for general public reception. The frequencies for these stations are above 25,000 kilocycles and are allocated for this service on an experimental basis subject to change without notice or hearing.

1051. A license for a high frequency broadcast station will be issued only after a satisfactory showing has been made in regard to the following among others:

1. That the applicant has a program of research and experimentation which indicates reasonable promise of substantial contribution to the development of very high frequency broadcasting.

2. That data will be taken on the ground wave propagation characteristics of these frequencies; on the shadows cast by buildings, hills, large bridges, etc.; on the noise level in different parts of the city; on the field intensity necessary to render good broadcast service; and on other allied phases of broadcast coverage.

3. That the research and experimentation will be conducted by qualified engineers.

4. That the applicant is legally and financially qualified and possesses adequate technical facilities to carry forward the program.

5. That the public interest, convenience and necessity will be served through the operation of the proposed station.

1052. (a) Licensees of high frequency broadcast stations shall not broadcast programs for which they receive directly or indirectly any form of compensation but may transmit the programs of regular broadcast stations, including commercial programs, if the call letters when identifying the stations are given on their respective assigned frequencies only and the statement is made on the high frequency broadcast station that the program of a regular broadcast station (identify by call letters) is being broadcast. (In case of the rebroadcast of the program of a broadcast station, see Rule 177).

(b) No additional charge, direct or indirect, shall be made by the broadcast licensee for simultaneous transmissions by the high frequency broadcast station nor shall commercial accounts be solicited by licensees of regular broadcast stations or others upon representation that the program will also be transmitted by a high frequency broadcast station.

1053. (a) The following groups of frequencies are allocated for high frequency broadcast stations on an experimental basis and may be changed without prior notice or hearing:

Group A	*Group B*	*Group C*	*Group D*
25,950 kc	26,400 kc	31,600 kc	40,300 kc
26,050	26,450	35,600	41,200
26,100	26,500	38,600	41,600
26,150	26,550	41,000	41,800

Group E—Any four frequencies above 86,000 kc except in the band 400,000 to 401,000 kc.

(b) Frequencies in groups A and B will be assigned exclusively for amplitude modulation with a band width for high fidelity transmission (30 kilocycles maximum). Frequencies in group C and E will be assigned for either amplitude modulation with the above band width or frequency modulation with a total band width not greater than 200 kilocycles. Frequencies in group D will be assigned exclusively for frequency modulation with a band width of not greater than 200 kilocycles.

(c) In groups A, B and D only one frequency from each group will be assigned a licensee for operation in the same service area. A separate license and call letters will be assigned for each frequency. In group C all four frequencies and in group D any four frequencies will be authorized by each license. A license authorizes operation on only one of the four assigned frequencies at any one time.

(d) An applicant shall file separate application for each frequency requested in groups A, B or D. Each application therefor shall specify all four frequencies in group C and any four frequencies in Group E.

(e) An applicant shall select the frequency which it is believed is best suited for the experiments to be conducted and which will cause the least or no interference to established stations.

(f) A licensee operating on a frequency in groups A or B shall request reports concerning any reception outside the North American Continent during operation from 10 A. M. to 2 P. M. local standard time. The request for reports shall be made at the time of station identification and at least every thirty minutes.

1054. (a) No high frequency broadcast station will be licensed for an output power rating greater than 1000 watts unless the applicant can show that greater power is needed to carry on a special program of research.

(b) While conducting apparatus experiments and in case adequate signal for reliable service can be delivered with less power, the operating output may be reduced accordingly.

1055. Each high frequency broadcast station transmitter shall be equipped with automatic frequency control apparatus so designed and constructed that it is capable of maintaining the operating frequency within plus or minus 0.01% of the assigned frequency.

1056. A supplemental report shall be filed with each and made a part of application for renewal of license and shall include statements of the following, among others:

1. The number of hours operated.
2. Data taken in compliance with Rule 1051 (2).
3. Outline of reports of reception and interference and conclusions with regard to propagation characteristics of the frequency assigned.
4. Research and experiments being carried on to improve transmission and to develop broadcasting on the very high frequencies.
5. All developments or major changes in equipment.
6. Any other pertinent developments.
7. Comprehensive summary of all reports received. See Rule 1053 (f).

Experimental Broadcast Stations

1070. The term "experimental broadcast station" means a station licensed to carry on development and research for the advancement of broadcast services along lines other than those prescribed by other broadcast rules.

1071. (a) Licenses for experimental broadcast stations will be issued only after a satisfactory showing has been made in regard to the following, among others:

1. That the applicant has a program of research and development which cannot be successfully carried on under any of the classes of broadcast stations already allocated.

2. That the program of research has reasonable promise of substantial contribution to the development of broadcasting.

3. That the program of research and experimentation will be conducted by qualified persons.

4. That the applicant is legally and financially qualified and possesses adequate technical facilities to carry forward the program.

5. That the public interest, convenience and necessity will be served through the operation of the proposed station.

(b) A separate experimental broadcast station license will be issued for each development proposed to be carried forward. When it is desired to carry on several independent developments, it will be necessary to make a satisfactory showing and obtain a license for each.

1072. (a) A licensee of experimental broadcast stations shall broadcast programs only when they are necessary to

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On the South's finest market is now complete and on file with our representatives:

HIBBARD AYER
NEW YORK

A. T. SEARS & SON
CHICAGO

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WSOC Charlotte, N. C.

Reciprocity is Our Middle Name

We are glad to recommend to our select clientele the many excellent clubs which speak well of The Cavalier. We have four clubs of our own, by the way: The Cavalier Country Club, The Cavalier Hunt Club, The Cavalier Beach Club, The Princess Anne Golf and Country Club. Come and see us soon, and give us the benefit of your good ideas in club management! There's a special warm welcome awaiting you here.

The Cavalier
Hotel and Beach Club
Virginia Beach
Sidney Banks
MANAGING DIRECTOR

the experiments being conducted. No regular program service shall be broadcast unless specifically authorized by the license.

(b) A licensee of experimental broadcast stations shall not broadcast programs for which it receives, directly or indirectly, any form of compensation but may transmit the programs of regular broadcast stations, including commercial programs, if the call letters when identifying the stations are given on their respective assigned frequencies only and a statement is made on the experimental broadcast station that the program of a regular broadcast station (identify by call letters) is being broadcast in connection with the experimental work. (In case of the rebroadcast of the program of a broadcast station see Rule 177.)

1073. (a) The following frequencies are allocated for assignment to general experimental stations in services other than broadcast and for experimental broadcast stations.

	1,614				
2,396 to 2,400	2,398	4,795 to 4,800	4,797.5	8,650 to 8,660	8,655
3,490 to 3,495	3,492.5	6,420 to 6,430	6,425	12,855 to 12,870	12,862.5
17,300 to 17,320	17,310				
23,100	30,100	33,100	37,100	40,100	
25,700	31,000	34,600	37,600	40,600	
26,000	31,600	35,600	38,600	41,000	
27,100					
86,000 to 400,000					
401,000 and above					

(b) A license will be issued for more than one of these frequencies upon a satisfactory showing that there is need therefor.

(c) The frequencies suited to the purpose and in which there appears to be the least or no interference to established stations shall be selected.

(d) In cases of important experimentation which cannot be conducted successfully on the frequencies allocated in subsection (a) of this Rule, the Commission may authorize experimental broadcast stations to operate on any frequency allocated for broadcast stations or any frequencies allocated for other services under the jurisdiction of the Commission upon satisfactory showing that such frequencies can be used without causing interference to established services.

1074. (a) The operating frequency of an experimental broadcast station shall be maintained in accordance with the frequency tolerance as shown by Rule 980, provided, however, where a more strict adherence to the assigned frequency is necessary to prevent interference, the Commission will specify the tolerance.

(b) The power output rating of an experimental broadcast station will not be in excess of that necessary to carry on the program of research. The operating power may be maintained at the maximum rating or less, as the conditions of operation may require.

1075. A supplemental report shall be filed with and made a part of each application for renewal of license and shall include statements of the following, among others:

1. The number of hours operated.
2. Comprehensive report on research and experiments conducted.
3. Conclusions and program for further development of the broadcast service.
4. All developments and major changes in equipment.
5. Any other pertinent developments.

1076. An experimental broadcast station authorized to operate on frequencies regularly allocated to other stations or services, shall be required to abide by all rules governing the stations operating regularly thereon which are applicable to experimental broadcast stations and are not in conflict with Rules 980 to 986 inclusive, and Rules 1070 to 1075 inclusive.

Special Broadcast Stations

970 (a) The following frequencies are allocated for assignment to special broadcast stations on an experimental basis: 1530, 1550 and 1570 kilocycles. Two or more stations may be licensed for simultaneous operation on each frequency.

(b) Licenses for special broadcast stations will be issued only after a satisfactory showing has been made in regard to the following, among others:

1. That the applicant has a program of research and experimentation which indicates reasonable promise of substantial contribution to the development and practical application of high fidelity broadcasting, and will be in addition to and advancement of the work done by regular broadcast stations.
2. That the program of research and experimentation includes a thorough study of advanced antenna design, field intensity surveys and plans for a comprehensive analysis of the response of listeners.
3. That the transmitter and all studios will be equipped so as to be capable of high fidelity transmission.
4. That the operation and experimentation will be under the direct supervision of a qualified engineer with an adequate staff of engineers qualified to carry on the program of research and experimentation.
5. That the programs transmitted, either sponsored or sustaining, will not interfere with the proper prosecution of the program of research and experimentation.
6. That the applicant is legally and financially qualified and possesses adequate technical facilities to carry forward the program of research and experimentation.
7. That the program of research and experimentation will be reasonably independent of the income derived from sponsored programs.
8. That the public interest, convenience and necessity will be served through the operation of the proposed station.

(c) The Commission may require from time to time a licensee of a special broadcast station to conduct experiments that are deemed desirable and reasonable for the development of the service.

(d) The program of research and experimentation as offered in compliance with the requirements of obtaining a license for a special broadcast station, shall be adhered to in the main unless the licensee is authorized to do otherwise by the Commission.

(e) The authorized power of a special broadcast station will not exceed 1 kilowatt. However, the licensee may operate at less than the authorized power where such operation facilitates experimentation.

(f) The licensee of a special broadcast station is not required to adhere to a regular schedule, but shall actively conduct a program of research and experimentation or transmission of programs.

(g) A supplemental report shall be filed with and made a part of each application for a renewal of license of a special broadcast station and shall include statements of the following in the order designated:

1. Comprehensive summary of all research and experimentation conducted.
2. Conclusions and outline of proposed program for further research and development.
3. Number of hours operated, including percentage of sponsored programs.
4. Fidelity characteristics of the equipment, including the transmitter, studio equipment and the telephone lines over which the program are regularly carried from the studio to the transmitter and the methods used to determine such characteristics.

(h) All rules applying to regular broadcast stations shall apply equally to special broadcast stations, except where in conflict with any term of this rule.

Rebroadcast Rules

177. (a) The licensee of a regular broadcast station may, without authority of the Commission, rebroadcast a program of another United States regular broadcast station upon notice to the Commission and upon the express authority of the licensee of the station originating the program.

(b) No licensee of any other class of broadcast station (international visual, high frequency, experimental or special) shall rebroadcast the program of any United States radio station without written authority first having been obtained from the Commission.

(c) No licensee of a regular broadcast station shall rebroadcast the program of any other class of United States radio station without written authority having first been obtained from the Commission.

(d) No licensee of any class of broadcast station shall rebroadcast the program of any foreign radio station without written authority having first been obtained from the Commission. In case a program is transmitted entirely by telephone facilities in which a section of such transmission is by radio, the broadcast of this program is not considered a rebroadcast.

(e) An application for authority to rebroadcast the program of any radio station shall be accompanied by the written consent of the station originating the program.

(f) In case of a rebroadcast where the program is transmitted by several broadcast stations, such as a chain program, the person legally responsible for distributing the program or the chain facility may obtain the authorization for the entire rebroadcast.

(g) Authority will not be granted to rebroadcast in the United States the programs of an international broadcast station located within the limits of the North American Continent, except upon a satisfactory showing that no wire or other facilities exist for transmitting the program to the area served by the station proposing the rebroadcast.

(h) A licensee of an international broadcast station may authorize the rebroadcast of its programs by any station outside the limits of the North American Continent without permission from the Commission, provided, however, that the station rebroadcasting the programs cannot be received consistently in the United States.

1771. No person shall be permitted to locate, use or maintain a radio broadcast studio or other place or apparatus from which or whereby sound waves are converted into electrical energy, or mechanical or physical reproduction of sound waves produced, and caused to be transmitted or delivered to a radio station in a foreign country for the purpose of being broadcast from any radio station there having a power output of sufficient intensity and/or being so located geographically that its emissions may be received consistently in the United States, without first obtaining a permit from the Commission upon proper application therefor.

Full Hour for Court

MACFADDEN PUBLICATIONS Inc., New York (*True Story* magazine) has increased from a half-hour to an hour the *Good Will Court* to be heard over the entire Inter-City Group beginning June 7, Sundays, 10-11 p. m. Mutual will also carry the program but will only broadcast the last half hour as previously announced. The program will originate at WMCA, New York. Ruthrauff & Ryan Inc., New York, has the account.

NBC has given Vivian Della Chiesa, soprano, who won an unknown singer contest in Chicago last year, her own program, four times weekly on the Blue network.

They won't listen to radio in Cleveland

Of course they won't. When they're not jammed into a convention or swarming over our exposition grounds, they'll be spending their money like water... in Cleveland! And that means more money in the pockets of Clevelanders who do listen to the town's most popular radio stations and who can be sold on your product. Reach those Clevelanders through WGAR, the station with more listeners per advertising dollar and through which more advertising dollars are spent!

WGAR

"CLEVELAND'S FRIENDLY STATION"

Member
N. B. C. Blue Network

CLEVELAND IN 1936 IS HOST TO
200 conventions, including
REPUBLICAN NAT'L CONVENTION
AMERICAN LEGION NAT'L CONVENTION
and home of the
GREAT LAKES EXPOSITION

John F. Patt, *Vice President and General Manager*
Edward Petry & Co., Inc., *National Representatives*

Cut yourself a Slice of America's Richest Empire

Texas is a wealthy empire and East Texas is a delicious hunk of that cake. You can enjoy a part of its wealth by telling your story to this commonwealth through KFRO. Send for our "Story". It's interesting!

KFRO
VOICE OF LONGVIEW, TEX.

THE SOBY YARDSTICK OF AUDIENCE VALUE
Impartial and comparable data about the size and location of the audience of radio programs and stations.
Write for information and prices.
BENJAMIN SOBY AND ASSOCIATES
1023 Wallace Ave. Wilkinsburg, Pa.

NAEB Plans Meeting

THE ANNUAL fall meeting of the National Association of Educational Broadcasters will be held during the first week in September at Madison, Wis., it was announced May 19 by Harold A. Engel, executive secretary of the organization. Headquarters will be at Radio Hall, on the campus of the University of Wisconsin, which operates WHA. At the spring meeting of the organization, held in Columbus May 5, discussion centered largely around methods of improving services of educational broadcasters and a program idea exchange plan was discussed. It was proposed that records be made of successful features and experimental programs which would be sent to member stations for audition and criticism. President H. B. McCarty, of WHA, presided.

Golf Ball Tests

GOLF BALL Inc., Milwaukee, Wis., went on the air for the first time on May 26 over WGN, Chicago, with a vox pop program in which individuals are reviewed on various subjects, principally golf. The program, known as *The Golf Forum of the Air*, is a Tuesday and Thursday program to run 13 weeks.

DON WILSON, Jack Benny's stooge, will headline the *Jell-O Summer Show* over an NBC-Blue network while Benny makes movies.

FRESH FINGERPRINTS

¶ That's the title of a new folder that WPTF (the Raleigh station that covers the greater part of North Carolina) has ready to mail you.

¶ It tells why WPTF, which serves over 150,000 homes, does a swell job in one of the South's best markets.

¶ The folder is FREE but the information it gives may be worth a lot to you!

¶ Write Free, Johns & Field, Inc., or us for a copy NOW!

- W P T F
Raleigh, N. C.

THE BIGGEST RETAIL SPONSOR

Morris B. Sachs, Chicago, Spends $150,000 a Year For Broadcasts on Local Stations

Mr. Sachs

WITH Morris B. Sachs, (credit clothing) whose record contract ($150,000) for broadcasting in 1936 was duly announced in these pages, radio supplies just the needed facilities for the desired extension of his personalized service.

The Sachs contract for the year is the largest amount ever to be paid for radio advertising, in Chicago at least, by an individual in a single year, and covers the cost of a year of weekly amateur hours over WENR, Chicago (7 to 8 p. m. EST, Sundays), which is his latest venture, besides seven combinations of spot announcements over WSBC and WHFC, Chicago, 40 spot announcements a week over WAAF and WCFL, Chicago, which later carried amateur performances half an hour a week for three months, and which still later became an hour each until the beginning of the present WENR contract.

Mr. Sachs still buys an hour a week over WCFL for performance of winners of his other amateur contests and continues with nightly announcements over WMAQ and WBBM, Chicago. He also continues to buy 15 minutes on WBBM every Sunday evening, following the Eddie Cantor program and the period from 7:30 to 9 a. m. Sundays, over WAAF. Schwimmer & Scott Inc., Chicago, is the Sachs agency.

Mr. Sachs, who has been in the same line of business for the last 26 years, boasts of still serving, in his store, many of the same customers who made their selections from the pack he used to carry on his back through the streets when he was getting his start.

From Foot to Horse

AFTER ten years of his house-to-house solicitation on foot he changed to a horse and wagon, then to an automobile, before establishing his first store, only a few doors from his present one on the far south side, nine miles from Chicago's loop or principal business center.

He opened his first store in 1920 and it was nine years later that he made his beginning at his present address, although it was then a single store space. Not until 1934 did he open and dedicate his present double store with Mayor Edward J. Kelley, of Chicago, as the chief functionary at the dedication ceremony.

Since he went into radio in a big way, at the time of dedicating the present store, he has rented several other stores in the neighborhood, one almost directly across the street, which he uses as a stock room, one five or six doors north, where his accounts are kept and the credits are all taken care of. His buying offices are in New York and he maintains additional stock rooms in a narrow space along the south wall of the main salesrooms. Space for the accommodation of some 2000 to 3000 garments for both men and women's apparel are included in his stock in trade.

With his radio progress, Mr. Sachs has become the employer, regularly, of 60 salesgirls and women, 20 salesmen in his men's wear, 25 stock girls and 60 men and women who work in the tailor shop he maintains for alterations. There are ten boys who do nothing but wrap and deliver garments as customers select them.

But the Sachs programs, says Mr. Sachs himself, have always been given in Chicago and restricted to Chicago and he is authority for the statement that they will always be restricted to Chicago. He says, emphatically, he has no plans to expand outside of Chicago, with them, even if their popularity grows enough to warrant it. He would rather put on more programs of the same sort right in the city, he asserts.

Applications for booking on any Sachs program are received at the Sachs store only, and all tickets to the broadcasts, for they have large visible audiences, are distributed at the Sachs store.

His studios, by the way, were for a long time in his store window, half an hour in duration at first, then an hour long. This was in an interim between the use of WCFL and the use of WENR. He decided to go back into a radio station with them after the audiences had gotten so large that they blocked traffic for hours at a time.

For a short time after their discontinuance in the show window of the store, they were presented in a southside auditorium, seating 1000 persons, which Mr. Sachs rented for the purpose, but "back to a radio station" became the final solution of the problem.

The first announcer of any Sachs radio program was the famous Jerry Sullivan, who was one of the few of the announcers of early days who remain and whose claim to fame was helped a lot by his peculiar pronouncing of "Chicaw-go" on WQJ and by the fact that he used to sing his station announcements.

On this new series, the master of ceremonies is Gene Arnold.

PUBLIC INTEREST = ADVERTISING RESULTS*

* * * John Q. Public has a new habit in the WOW trade territory—he leaves his radio dial at 590! Ask him the call letters of the FIRST station in the territory. They're on the tip of every tongue—WOW!

*John Q. Public at WOW 'Man-On-The-Street' Microphone

WOW
OMAHA
590 Kilo 5000 Watts
"Covers the Nation's Broadbasket."

John Blair Co., Representatives
New York, Chicago, Detroit, San Francisco

ON THE N. B. C. RED NETWORK

The Business of Broadcasting

Current News About Accounts, Pending Schedules, Transcriptions, Representatives and Apparatus; Notes from the Stations

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

KNX, Los Angeles

Union Pacific Stages, Omaha (transport), weekly *sp*, thru Beaumont & Hohman Inc., Omaha.
Pacific Steamship Lines, Seattle (transport), 2 *sa*, thru H. J. Ryan & Associates Inc., Seattle.
Graham Paige Motor Corp., Detroit (autos), 6 weekly *sa*, thru U. S. Adv. Corp., Toledo.
Servel Inc., New York (Electrolux refrigerators), 2 weekly *t*, thru Batten, Barton, Durstine & Osborn Inc., N. Y.
Ironized Yeast Co., Atlanta (proprietary), 2 weekly *sa*, thru Ruthrauff & Ryan Inc., N. Y.
Bathasweet Corp., New York, 3 weekly *sp*, thru H. M. Kiesewetter Adv. Agency, N. Y.
Packer Mfg. Co. Inc., New York (Scalptone), 2 weekly *ta*, thru Blackman Adv. Inc., N. Y.
Chr. Hansen's Laboratories Inc., Little Falls, N. Y. (Junket Mix), 5 weekly *sa*, thru Mitchell-Faust Adv. Co., Chicago.
McCloskey Varnish Co., Los Angeles (Quick-On), 5 weekly *sa*, thru Bert Butterworth Agency, Los Angeles.
Almond Products Co., Glendale, Cal. (almond dessert), 6 weekly *sa*, thru Mayers Co., Glendale.

WGY, Schenectady

Old Picard Farms, Concord, Mass. (poultry), *sa*, thru W. L. Wright Co., Rochester.
M. J. Breitenbach Co., New York (Gudes Pepto-Mangan), 11 *ta*, thru Brooke, Smith & French Inc., N. Y.
McKesson & Robbins Co., Bridgeport, Conn. (Pursang), 12 *ta*, thru H. W. Kastor & Sons Adv. Co. Inc., Chicago.
Chicago Mail Order Co., Chicago, daily *sa*, thru Matteson - Fogarty-Jordan Co., Chicago.
McAleer Mfg. Co., Detroit (auto polish), 39 *sa*, thru Holden, Graham & Clark Inc., Detroit.
Ball Bros. Co., Muncie, Ind. (fruit jars), *sa* for 26 weeks, thru Applegate Adv. Agency, Muncie.

WBZ-WBZA, Boston-Springfield

Procter & Gamble Co., Cincinnati (soap), weekly *sp*, 26 *sa*, thru H. W. Kastor & Sons Adv. Co., Inc., Chicago.
Kellogg Co., Battle Creek (cereal), 3 weekly *t*, thru N. W. Ayer & Son Inc., N. Y.
G. W. Van Slyke & Horton, Albany (Peter Schuyler cigars), 6 weekly *sp*, thru Moser & Cotins Inc., Utica, N. Y.
Acme White Lead & Color Works, Detroit (paint), 3 weekly *sa*, thru Henri, Hurst & McDonald Inc., Chicago.
Julep Tobacco Co., Boston (cigarettes), 2 weekly *sa*, thru O'Dea, Sheldon & Co. Inc., N. Y.

WMAZ, Macon, Ga.

Wesson Oil & Snowdrift Co., New Orleans (salad oil), 39 *sa*, thru Fitzgerald Adv. Agency Inc., New Orleans.
Dr. Pepper Bottling Co., Dallas, 6 daily *sa* (baseball), direct.
B. C. Remedy Co., Durham, N. C. (proprietary), daily *sp*, thru Harvey-Massengale Co., Atlanta.
Georgia Military College, Milledgeville, Ga., 4 *sp*, 13 *sa*, direct.
Carter Medicine Co., New York (liver pills), 3 weekly *ta*, thru Street & Finney Inc., N. Y.

WAIU, Columbus

Felber Biscuit Co., Columbus, 12 weekly *sa*, thru Harry M. Miller Inc., Columbus.
Household Finance Corp., Chicago (personal loans), 12 weekly *sp*, thru Charles Daniel Frey Co., Chicago.
Montgomery Ward & Co., Chicago (retail), 6 *sp*, 18 weekly *sa*, direct.
Dr. Salsbury's Laboratories, Charles City, Ia. (poultry remedies), 4 weekly *ta*, thru N. A. Winter Adv. Agency, Des Moines.
Picture Ring Co., Cincinnati (portraits), 6 weekly *t*, 48 weekly *sa*, thru Frederic W. Ziv, Cincinnati.
Compagnie Parisienne Inc., San Antonio (cosmetics), 6 weekly *ta*, thru Northwest Radio Adv. Co., Seattle.
Gardner Nursery Co., Osage, Ia., 6 weekly *ta*, thru Northwest Radio Adv. Co., Seattle.

WHAM, Rochester

Dr. Miles Laboratories Inc., Elkhart, Ind. (Alka-Seltzer), 3 weekly *t*, thru Wade Adv. Agency, Chicago.
Maryland Pharmaceutical Co., Baltimore (proprietary), daily *sa*, thru Joseph Katz Co., Baltimore.
McAleer Mfg. Co., Detroit (auto polish), 26 *sa*, thru Holden, Graham & Clark Inc., Detroit.
Packard Motor Car Co., Detroit, 12 *sa*, thru Young & Rubicam Inc., N. Y.
Packer Mfg. Co., New York (Scalptone), 26 *ta*, thru Blackman Adv. Inc., N. Y.
Gardner Nursery Co., Osage, Ia., 5 *t*, thru Northwest Radio Adv. Co., Seattle.

KSFO, San Francisco

Bulova Watch Co., New York (watches), 18 weekly *sa*, thru Biow Co. Inc., N. Y.
Powerseal Co., San Francisco (cylinder remedy), 6 weekly *sa*, thru Kelso Norman Org., San Francisco.
Townsend Plan, Los Angeles (political), 2 weekly *sp*, direct.

KJBS, San Francisco

GallenKamp Stores Co., San Francisco (shoes), 6 weekly *sa*, thru Long Adv. Service, San Francisco.

WFAA, Dallas

Kellogg Co., Battle Creek (cereal), 119 *t*, thru N. W. Ayer & Son Inc., N. Y.
Gruen Watch Co., Cincinnati, 56 *sa*, thru DeGarmo Corp., N. Y.
Illinois Central Railroad, Chicago, 10 *sa*, direct.
American Tobacco Co., New York (Roi Tan cigars), 120 *sa*, thru Lawrence C. Gumbinner Adv. Agency, N. Y.
Magnolia Petroleum Co., Dallas (oil, gas), 13 *sa*, thru Johnston Adv. Co., Dallas.
Hemphill Diesel School, Chicago, 4 *t*, thru R. H. Alber Co., Los Angeles.
Zenith Radio Corp., Chicago, 36 *t*, thru H. W. Kastor & Sons Adv. Co. Inc., Chicago.
Reliance Mfg. Co., Chicago (Big Yank shirts), 13 *sp*, thru Mitchell-Faust Adv. Co., Chicago.

WGAR, Cleveland

Armin Varady Inc., Cleveland (cosmetics), 26 *sp*, thru Sellers Service Inc., Chicago.
Lehn & Fink Products Corp., New York (Lysol), 130 *sp*, thru Lennen & Mitchell Inc., N. Y.
Kroger Grocery & Baking Co., Cincinnati, 104 *t*, thru Ralph H. Jones Co., Cincinnati.
Wyeth Chemical Co., Philadelphia (Jad salts), 130 *t*, thru Blackett-Sample-Hummert Inc., N. Y.
National Life Underwriters, New York (insurance), 5 weekly *t*, direct.
Bristol-Myers Co., New York (Minit-Rub), 312 *sp*, thru Young & Rubicam Inc., N. Y.

WFBL, Syracuse

Lever Bros. Co., Cambridge (Spry), 6 weekly *sa*, thru Ruthrauff & Ryan Inc., N. Y.
Allis-Chalmers Mfg. Co., Milwaukee (harvesters), 13 *t*, thru Bert S. Gittins, Milwaukee.

KQW, San Jose, Cal.

E. I. Du Pont de Nemours & Co., Wilmington, Del. (paint products), 2 weekly *t*, thru Batten, Barton, Durstine & Osborn Inc., N. Y.

From New York Post

"Here we are, captain! Our radio busted so we hired a cab."

KGO, San Francisco

Ball Brothers Co., Muncie, Ind. (fruit jars), weekly *sp*, thru Applegate Adv. Agency, Muncie, Ind.
Otoe Food Products Co., Nebraska City, Neb. (date pudding), weekly *sp*, thru Buchanan - Thomas Adv., Omaha, Neb.
Graef - Cowen Corp., Allentown, Pa. (fly ribbon), weekly *ta*, thru John L. Butler Co., Philadelphia.
Hudson Motor Car Co., Detroit (automobiles), 14 weekly *sa*, thru Brooke, Smith & French Inc., Detroit.

WOR, Newark

Fischer Baking Co., Newark, 3 weekly *sp*, thru Neff-Rogow Inc., N. Y.
Modern Industrial Bank, New York, *political convention highlights*, thru Marschalk & Pratt Inc., N. Y.
Skol Products Co., Inc., New York (cosmetics), weekly *sp*, thru Kimball, Hubbard & Powel Inc., N. Y.
Dr. Miles Laboratories Inc., Elkhart, Ind. (Alka-Seltzer), 3 weekly *t*, thru Wade Adv. Agency, Chicago.

WMFF, Plattsburg, N. Y.

Richfield Oil Corp. of New York, New York, 39 *t*, thru Fletcher & Ellis Inc., N. Y.
M. J. Breitenbach Co., New York (Gudes Pepto Mangan), 3 weekly *ta*, thru Brooke, Smith & French Inc., N. Y.
Procter & Gamble Co., Cincinnati (Oxydol), 5 weekly *t*, direct.

WOAI, San Antonio

General Mills Inc., Minneapolis (cereal, flour), 10 weekly *t*, thru Blackett-Sample-Hummert Inc., Chicago.
Packer Mfg. Co., New York (Scalptone), 2 weekly *t*, thru Blackman Adv. Inc., N. Y.
McAleer Mfg. Co., Detroit (auto polish), 26 *sa*, thru Holden, Graham & Clark Inc., Detroit.

KFYR, Bismarck, N. D.

Chicago Mail Order Co., Chicago, 12 *sp*, thru Matteson-Fogarty-Jordan Co., Chicago.
Land O'Lakes Creamers Inc., Minneapolis, 2 weekly *t*, daily *sa*, direct.
Continental Oil Co., Ponca City, Okla., 16 *t*, thru Tracy-Locke-Dawson Inc., N. Y.

KFRC, San Francisco

Otoe Food Products Co., Nebraska City, Neb. (date pudding), 2 weekly *sp*, thru Buchanan-Thomas Adv., Omaha.
Boston Food Products Co., Boston, Mass. (canned foods), 2 weekly *sp*, thru Ferry-Hanly Co., New York.

WSPD, Toledo

E. B. Muller & Co., Port Huron, Mich. (chicory), 100 *sa*, thru Charles A. Mason Adv. Agency, Detroit.
Zenith Radio Corp., Chicago, 36 *ta*, thru H. W. Kastor & Sons Adv. Co. Inc., Chicago.

WMCA, New York

Canadian Fur Trappers Corp., New York, weekly *sp*, thru Bess & Schillin Inc., N. Y.
Wipe-On Corp., New York (paint), weekly *sp*, thru E. M. Freystadt Associates, N. Y.

WEEI, Boston

Whittemore Bros., Cambridge (shoe polish), 39 *sa*, thru N. W. Ayer & Son Inc., N. Y.
Pro-Ker Laboratories, New York (Hair Milk), 10 *sp*, thru Biow Co. Inc., N. Y.

WENR, Chicago

American Express Co., Chicago, 6 weekly *sa*, thru Caples Co., N. Y.
Morris B. Sachs Company, Chicago (clothes), 52 *sp*, thru Schwimmer & Scott, Chicago.

WMAQ, Chicago

College Inn Food Products Co., Chicago (canned foods), 2 weekly *sa*, thru Blackett - Sample - Hummert Inc., Chicago.

NETWORK ACCOUNTS

(All times EDST unless otherwise specified)

Renewal Accounts

HEALTH PRODUCTS Corp., Newark (Feen-A-Mint Aspergum) on May 16 renewed *National Amateur Night* on 10 Mutual stations, Sundays, 6-6:30 p. m. for 52 weeks. Agency: Williams Esty Co., N. Y.

ARMIN-VARADY Inc., Chicago (cosmetics) on Oct. 11, renews *Ted Weem's* orchestra for 26 weeks on 6 Mutual stations, Sundays, 1:30-2 p. m. Agency: Sellers Service Inc., Chicago.

G. KRUEGER BREWING Co., Newark (beer) on June 2 renews *Krueger Musical Toast* on 17 CBS stations, Tuesdays, 7-7:30 p. m. Agency: Biow Co. Inc., N. Y.

AMERICAN RADIATOR Co., New York, on June 14 renews *Fireside Recitals* on 21 NBC-Red stations, Sundays, 7:30-7:45 p. m. Agency: Blaker Adv. Agency, N. Y.

AMERICAN TOBACCO Co., New York (Lucky Strike cigarettes) on June 10 renews *Your Hit Parade* for 13 weeks on 60 NBC-Red stations, Wednesdays, 10-11 p. m. Agency: Lord & Thomas, N. Y.

JOSEPH MAGNIN Co. Inc., San Francisco (women's apparel), on June 23 renews for 52 weeks in *Hollywood Reporter*, with Don Allen, commentator, on NBC-KPO, Tuesdays, 9-9:15 p. m. (PST). Agency: Sidney Garfinkel Adv. Agency, San Francisco.

SSS TONIC Inc., Atlanta, on May 27 renewed *The Music Box* for 52 weeks on 3 Mutual stations (WLW, WOR, CKLW), Wednesdays, 8:30-9 p. m. Placed direct.

Network Changes

STANDARD BRANDS Inc., New York on June 6 shifts Frank Fay from NBC-Red to Blue network, on Fridays, 8:30-9 p. m. Program will be heard over the basic Blue network, KDYL, and the Pacific Coast Red network.

ATLANTIC REFINING Co., Philadelphia (petroleum products) adds WESG, Elmira, to its CBS *Atlantic Family* June 4.

RCA Dividend

INITIAL dividend on outstanding shares of Radio Corporation of America's new $3.50 cumulative convertible first preferred stock of 87½ cents a share was declared May 22 by the board. David Sarnoff, RCA president, announced more than 95% of the B preferred had been deposited for exchange under the recapitalization plan. The exchange period was extended to June 30.

830,869

830,869 letters were received at WLS during the first four months of 1936.
To know what happened at WLS in May read our page advertisement in the June 15th issue of *Broadcasting*.

WLS Chicago

ED WYNN
as "Gulliver the Traveler"
with GRAHAM McNAMEE
LENNIE HAYTON and HIS ORCHESTRA, THE KING'S MERRY MEN, the RHYTHM GIRLS, JOHN McINTYRE, Announcer
PLYMOUTH RADIO BROADCAST: NBC THEATRE

FOR VISITORS—This is the front cover of the four-page promotion piece given those who attend Plymouth-Ed Wynn NBC broadcasts.

Rieser Co. on WEAF

RIESER Co., New York (Venida wave set) will present a series of dramatizations of stories in *True Romances*, a Macfadden publication, in a half-hour radio program to begin over WEAF, June 16, Tuesdays, 7:30-8 p. m. The program is signed for 52 weeks. Franklin Bruck Adv. Corp., New York, placed the account.

THE hundred or so song pluggers in Tin Pan Alley are given a chance to sell their wares on WNEW, Newark, which has started a weekly quarter-hour titled *Song Pluggers on Parade*.

WJBK NEVER STOPS

Hours After Midnight Found to Draw Big Audience

EXPERIMENTATION with 24-hour schedules for some seven months has justified this policy so thoroughly that WJBK, Detroit, plans to continue indefinitely on the 24-hour-a-day basis, James F. Hopkins, general manager, has announced. The station has built up a considerable listener audience during the hours between 1 and 6 a. m., Mr. Hopkins added. He said some of the sponsors using night hours have renewed their contracts again and again.

"We have called for telephone messages now and then, from our night listeners, as a means of checking the interest in a venture of this kind," he said. "During the early weeks of the experiment, the response was comparatively light. Now that it is generally known that the station is on the air, we can get 1,000 or more responses any night we request them."

College Inn May Extend

COLLEGE INN FOOD PRODUCTS Co., Chicago, through Blackett-Sample-Hummert Inc., Chicago, has contracted for participation programs, six times a week, on WMAQ, Chicago and WOR, Newark. According to the agency, additional stations may be included at a later date.

A MINIATURE Radio City will be erected in Sydney, Australia, by 2GB. It will be called Broadcasting House.

A Sponge That Wants To Be Squeezed!!

Our representatives in Chicago, Detroit and New York are so saturated with information about the valuable trading areas in which are located radio stations with sales records that we are like a giant sponge just oozing . . . ready to be squeezed by buyers of radio advertising.

In our select list are not the stations which boast of the highest rates in America, but the stations which will do the most per dollar spent . . . call on us to give you more information.

George Roesler

Radio Station Representative

42nd Floor, Civic Opera Building, Chicago
New Center Building, Detroit
Lincoln Building, New York

3 KEYS TO 3 MARKETS AT ONE LOW RATE

This combination interests most advertisers because it covers three rich, responsive audiences at ONE LOW COST.

There are a few choice spots available . . .

FOR RATES AND COVERAGE DATA WRITE TO ANY STATION BELOW

KWTO-KGBX
SPRINGFIELD, MO.

KCMO
KANSAS CITY, MO.

WTMV
E. ST. LOUIS

"Local Color" SELLS

★You can't match the intimacy of a second-frontier station like WAAT with anything else in broadcasting. Dude schedule makers too often skip the fascinating grip which it holds on its geographically "small town" and suburban audience. Those on our client-list know better. Somehow broadcasters just naturally turn hard-boiled with a station like WAAT. Mere sentiment could never keep these friendships so long. Cash-dollar business does.

WAAT grew to what it is — on the astonishing response it gets for its users. Operating daytime only, WAAT has a vast following all its own — in the rich cosmopolis of Newark, Jersey City, Hoboken, West New York, Passaic, Bayonne, Union City, Elizabeth, Hackensack, the Oranges and Montclair. Over 2,250,000 people are in its primary reach. 87.1% of the area's homes are radio homes (largest ratio in the Union). Uncharged for, you get a jumbo bonus in New York City, Brooklyn, Staten Island, Long Island and Westchester. Rates are more than moderate.

Full details and success examples on request.

CASE HISTORY 16
Manufacturer establishes 2710 new customers after 41 spot announcements.

CASE HISTORY 21
National spot advertiser found WAAT produced the lowest cost per inquiry in the New York Metropolitan area.

CASE HISTORY 38
Local retailer using WAAT exclusively increased average *monthly* dollar volume by $5,000.00 during 1935.

940 KC
WAAT
JERSEY CITY & SUBURBS

RADIO ADVERTISERS

GEORGE W. HILL Jr., son of George W. Hill, president of the American Tobacco Co., New York, has been appointed advertising manager, succeeding W. E. Witzleben who recently announced his resignation.

ROBERT J. FLOOD, formerly sales promotion manager of National Biscuit Co., and before that advertising manager of Gulf Refining Co., has been named sales promotion manager of Seagram Distillers Corp., with David M. Davies continuing as Seagram's advertising manager. Alfred W. Kasten succeeds Mr. Flood at National Biscuit.

LIFE SAVERS Inc., Port Chester, N. Y. (candy) has appointed Young & Rubicam Inc., New York, to handle its advertising. Topping & Lloyd Inc., New York, recently announced their resignation from the account.

MELVIN BLOCK, vice-president and advertising manager of the Omega Chemical Co., Brooklyn (Omega oil) has returned from a two weeks trip through the East and Midwest where he "talked time" with stations, although no contracts were signed on the trip. The firm intends to use radio this fall. Some programs will be one minute announcements while others will be quarter-hour. The radio campaign will be national in scope with a more intensive campaign in the territory above the Mason-Dixon line. Last fall the sponsor used an extensive spot campaign, handled by Husband & Thomas Inc., New York.

ARTHUR E. TONGUE has been appointed director of advertising and sales promotion of Chrysler Sales Division of Chrysler Corp., succeeding Burch E. Greene, recently appointed director of sales for the Pacific coast. Mr. Tongue comes to Chrysler from the advertising managership of Underwood-Elliot-Fisher Co., and was formerly assistant advertising manager of the industrial division of General Motors Corp.

MARINE TRADING Co., Oakland, Cal. (fish), has appointed the Sidney Garfinkel Adv. Agency, San Francisco, to handle its Pacific Coast advertising and will use radio along with other media.

MINNESOTA LINSEED OIL PAINT Co., Minneapolis, radio user, makes up lists in June. Agency: Mitchell Adv. Agency Inc., Minneapolis.

GLESSNER Co., Findlay, O., has named Merrill Adv. Co., Cincinnati, as agency for Sofskin Creme.

Advertising Dramatized

DRAMATIC events in the growth of the Truth-in-Advertising movement, which the Advertising Federation of America is celebrating in connection with its 25th anniversary, were reenacted on an NBC-Red network May 24. Greetings from the AFA were extended by Edgar Kobak, AFA chairman of the board, and Chester H. Lang, president. Allyn B. McIntire, president of the Advertising Club of Boston, extended the club's greetings to the 32d annual AFA convention to be held in Boston June 28-July 2, when the Silver Jubilee Anniversary will be observed.

I. LEWIS CIGAR MFG. Co., Newark, has named Edwin M. Phillips & Co., New York, to handle advertising of Flor de Melba cigars.

PURITY CHEESE Co., Mayville, Wis., has named Critchfield & Co., Chicago, as agency and contemplates using radio with other media.

IVIS Co. Inc., Buffalo (dental powder) is advertising through Warman & Hall Inc., Buffalo, using radio and other media.

BENNETT CHAPPLE, vice president and director of publicity of the American Rolling Mill Co., Middletown, O., has announced the appointment of Harry V. Mercer as advertising manager of the company, a newly created office.

GENERAL HOUSEHOLD UTILITIES, Chicago (Grunow products) has named Ruthrauff & Ryan Inc., New York, as its agency.

J. B. WILLIAMS Co., Glastonbury, Conn. (shaving cream, razors, etc.) announces appointment, effective June 1, of J. Walter Thompson Co., New York, as it advertising agent.

PENNSYLVANIA SALT MFG. Co., Philadelphia, has named Fletcher & Ellis Inc., Chicago, to handle its advertising.

U. S. RADIATOR Corp. and subsidiaries have appointed Brooke, Smith & French Inc., Detroit and New York, as advertising and merchandising counsel.

S. C. JOHNSON & SON Inc., Racine, Wis. (polish, wax) makes up lists in June, including radio. Agency: Needham, Louis & Brorby Inc., Chicago.

STANLEY A. KNISELY has been named advertising director of Republic Steel Corp., Clevleand, and its subsidiary, Truscon Steel Corp.

Station Group in Texas Opposes Use of 500 kw.

TEXAS State Broadcasters Association, an affiliate of NAB, was organized in Fort Worth May 23, with T. F. Smith, manager of KXYZ, Houston, elected president. Other officers are Ralph Bishop, KFJZ, Fort Worth, vice president, and James R. Curtis, KFRO, Longview, secretary - treasurer. The board of directors comprises M. S. (Dick) Niles, KRGV, Weslaco; Hugh A. L. Halff, WOAI, San Antonio; O. L. Taylor, KGNC, Amarillo, and KFYO, Lubbock, and Earle Yates, KGKL, San Angelo. Some 40 stations were represented. James W. Baldwin, NAB managing director, addressed the meeting.

A strongly worded resolution, opposing 500,000-watt stations, was adopted by the Association, and copies ordered sent to the FCC and other state groups. The fundamental reason, it was contended, is that stations of moderate power, performing local and regional coverage assignments, would be greatly impeded economically through licensing of super-power outlets.

Shinola Using Discs

GOLD DUST Corp., New York (Shinola white shoe polish) on June 1 starts a series of five-weekly WBS transcription announcements for 12 weeks. Stations are KNX, WMAQ, KDKA, WGY, WCCO, WFBR, WNAC, WJR, WCAU, KSD. In addition WGR, WWL and WSB will have three one-minute announcements a week for ten weeks and WLW and WOR will carry five-minute programs thrice weekly for ten weeks. Batten, Barton, Durstine & Osborn Inc., New York, is the agency.

Vick Signs Eddy

VICK CHEMICAL Co., Greensboro, N. C. (cough remedies) has signed Nelson Eddy as the star of their radio fall network series, replacing Grace Moore. No starting date or network has been selected. Josef Pasternack's orchestra will furnish musical support. Cecil, Warwick & Cecil Inc., New York, has this part of the Vick account.

ARE YOU GETTING YOUR SHARE of Western Business?

Six full-time salesmen calling regularly on all advertising agencies in the Pacific and Mountain states will give you dependable and thorough representation in the West.

ARIZONA
CALIFORNIA
COLORADO
IDAHO
MONTANA
NEW MEXICO
NEVADA
OREGON
UTAH
WASHINGTON
WYOMING

WALTER BIDDICK COMPANY
• Station Representatives

LOS ANGELES 568 C. of C. Bldg.
SAN FRANCISCO 1358 Russ Bldg.
SEATTLE 1038 Exchange Bldg.

AGENCIES AND REPRESENTATIVES

EDWARD BYRON, formerly radio director of William Esty & Co., New York, has joined the New York radio program firm of Cleveland B. Chase Co., New York, and will serve as vice president in charge of radio. Frank Owens, president of the latter firm, has resigned and no successor will be appointed.

FRANK PRESBREY Co., New York, is opening a Chicago office in Merchandise Mart, with Leroy A. Kling serving as Midwest vice president. Mr. Kling recently was vice president of H. W. Kastor & Sons Adv. Co. Inc.

WDSU, New Orleans, has appointed Sleininger Inc., Chicago and New York, as its representative.

ASSOCIATED ADV. AGENCY, Inc., has been organized in Los Angeles at 1151 South Broadway by P. O. Narveson, formerly with the coast office of Ruthrauff & Ryan, Inc. The new firm will deal largely with radio accounts.

ARTHUR KUDNER, president of Arthur Kudner Inc., New York, is the father of a boy born May 16 at Sloan Hospital for Women, New York. It is their second son.

SIMON & GWYNN Inc., new agency, has been formed in Memphis with offices in the Commerce Title Bldg.

DAVE STRECH, for more than three years arranger of orchestrations at KFRC, San Francisco, has resigned to join Blackett-Sample-Hummert Inc., Chicago.

STERLING ADV. AGENCY, New York, has moved to 70 W. 40th St., New York.

DIENER & DORSKIND Inc., New York agency, has moved to 147 W. 42d St.

INTERSTATE ADV. AGENCY Inc., is the new name of the former Interstate Broadcasting Co., Cleveland, with offices in Marshall Bldg. No change in personnel is planned.

WALTER BIDDICK Co., station representatives with offices in Los Angeles, San Francisco and Seattle, has been appointed Pacific Coast representative for WSPD, Toledo.

CADWELL SWANSON, of the radio production staff of J. Walter Thompson Co., New York, left for Hollywood May 18 to assume his new post as radio talent buyer in the latter office. Mr. Swanson will assist Danny Danker. Herbert Polesie, who formerly held Mr. Swanson's position, will devote his entire time to the production of the agency's radio programs emanating from Hollywood.

J. STERLING GETCHELL Inc., New York, has opened a branch office at 59 East Van Buren St., Chicago. L. O. Holmberg, formerly head of his own agency and prior to that connected with Chicago office of Campbell-Ewald Co., is manager of the new branch.

JOHN F. PRICE and Howard E. Bowers, of the Chicago office of L. W. Ramsey Co., have joined the Chicago office of Fletcher & Ellis Inc.

LESTER M. MALITZ, director of media for Ruthrauff & Ryan, Inc., New York, has resigned to accept a similar position with Cecil, Warwick & Cecil Inc., New York. Walter G. Smith, newspaper space buyer for the agency, succeeds Mr. Malitz.

Engle to Erwin, Wasey

HOLLAND E. ENGLE, former program director for the Western Division of CBS, has joined Erwin, Wasey & Co., Chicago, as radio director. He will be identified with the planning and production of the agency's radio accounts, notable among them being the Carnation *Contented Hour*. In his CBS connection, Mr. Engle had complete charge of broadcasting features and public events of the Century of Progress, 1933 and 1934. For the past year, as a free lance operator, he has had 42 programs on the air each week, in which he participated as script writer, producer, announcer, or actor. Mr. Engle has been an actor in, or producer of, scores of well known scripts, including *Myrt & Marge*; *Phillips 66 Club*; *Grandstand Thrills*; *Mars Milky Way Winners* and *Pet Cocoa Circus*.

Ayer's New Radio Chief

FRED PLUGFELDER, of the radio department of N. W. Ayer & Son Inc., New York, has been named radio director, succeeding Douglas Coulter, who recently joined CBS in an executive program capacity, it was learned May 28. Mr. Coulter for 11 years had been Ayer radio head, with title of vice president.

JOHN M. DOLPH, formerly of the radio department of N. W. Ayer & Son Inc., New York, has resigned to go to the West Coast. At one time Mr. Dolph operated his own agency in Portland and Los Angeles. He directed the Ford, Kellogg Sheffield Farms and other big programs while with Ayer.

JANES-MORTON Inc., is the new title of the former Hughes-Morton Advertising Councillors, Los Angeles. Officers are Earl DeRoy Morton, president; A. Orlo Janes, vice president and treasurer; Carl Wagley Culpepper, secretary, and Paul Hadley Jones and Warren Currier Jr., account executives.

JOSEPH J. WEED, radio station representative, has added two more stations to his list — WFEA, Manchester, N. H., and WLBZ, Bangor, Me.

CHARLES R. STUART, head of Charles R. Stuart Inc., San Francisco agency, is on a six-weeks pleasure trip to South American countries before proceeding to New York for a series of conferences.

HERBERT D. CAYFORD, San Francisco manager of Beaumont & Hohman Inc., who supervises the Pacific Greyhound Lines Inc., account for his organization, is in Alaska combining business and pleasure.

DARWIN TEILHET, Pacific Coast copy chief for N. W. Ayer & Son Inc., has returned to his desk in San Francisco after three weeks in Philadelphia and New York, where he conferred with officials of his organization on national accounts.

ROGERS PORTER has joined the radio production department of the Sidney Garfinkel Adv. Agency, San Francisco, succeeding Ray Sines who has gone over to the *San Francisco Call-Bulletin*.

WHIO, Dayton, announces the appointment as of June 1 of John Blair & Co. as exclusive national representatives.

Radio Rep Firm Started By Geo. P. Hollingbery

Mr. Hollingbery

GEORGE P. HOLLINGBERY, for 11 years with the advertising department of the *Chicago Herald & Examiner*, where he was local and national advertising manager, has started a radio station representation firm at 307 N. Michigan Ave., Chicago, under his own name. He has already signed WREN, Kansas City, for Chicago representation.

A graduate of University of Kansas in 1924, Hollingbery stepped right into newspaper advertising, rising from classified to national display. For three years he had been local advertising manager of the Chicago paper. During the paper's affiliation with KYW, then in Chicago, Mr. Hollingbery paid close attention to the station's affairs.

Kelvinator Ready

KELVINATOR Corp., Detroit (refrigerators) has completed a short series of test programs over WJR, Detroit, and expects to embark soon on a broad campaign. Definite announcement of details of the new program will be made about the middle of June. Up to this time the bulk of Kelvinator's radio advertising has been in the form of spot announcements furnished dealers to use on a co-operative basis.

PROGRAM BUILDERS
AIR CHECKS
AUDITIONS

• Complete Direct Recording service with many special features obtainable at exceptionally reasonable prices.

• NO NEEDLE SCRATCH because our cutting apparatus is NEWLY designed to eliminate this handicap to perfect recording.

• All Direct Recordings made on black Acetate, producing a quality comparable to WAX. Drop us an inquiry.

★

U. S. RECORDING CO.
633-635 Earle Building
NAtional 2975
Washington, D. C.

WXYZ
AND THE MICHIGAN RADIO NETWORK
The POWER
Behind Many A Sales Success In Michigan » »
PUT THIS GREAT POWER TO WORK FOR YOU
WXYZ
KUNSKY-TRENDLE BROA G CORPORATION
300 MADISON THEATE DETROIT
WM. G. RAMBEAU CO., Representatives.
Eastern Office: 507 Chanin Bldg., New York
Tribune Tower, Chicago

"PAUSE for Station Announcement"

THE FAVORITE STATION IN A FAVORED REGION

BECAUSE

PROGRAM STANDARDS

ARE HIGHER!

Your Station is WBIG in Greensboro, N.C.

PROGRAM NOTES

A LITTLE local atmosphere was handed out to Chicago taxpayers to give them a first-hand idea of how their $200,000,000 is being spent in the construction of the city's new sanitary tunnels. On May 22 a 15-minute broadcast with a background of construction noises from within the tunnel was put on the air. One announcer, riding a miniature locomotive gave his impressions while moving along; another announcer described the technique of drilling, loading of debris and cement spraying at the present point of actual construction. The tunnel from which the broadcast emanated is one of a series of units in the largest sanitary engineering project in the world. It is larger than any railroad tunnel or subway and is being built to drain an area of 68 square miles of Chicago's south side. WBBM, Chicago, made the broadcast in cooperation with the Sanitary District of Chicago.

IN THE first two-way hookup between Washington and Shanghai, China, NBC broadcast a program in observance of Foreign Trade Week over the 6000-mile distance via RCA facilities.

WFBC, Greenville, S. C., broadcast a five-hour program on the opening of the campaign for state and county offices, with the Greenville Democratic Executive Committee as sponsor.

A SERIES of home economics programs has been started by WFAA, Dallas, under the direction of Ruetta Day Blinks, well-known teacher on these subjects, author of a household book and numerous magazine articles, and heard for years on network broadcasts. The series consists of four quarter-hour programs weekly, using morning hours.

ON YOUR MARK—Poised for a leap, this California frog is the center of national interest as Clinton Twiss (left), NBC announcer in San Francisco, describes the Calaveras County frog-jumping contest.

COMEDY patter and jokes accounted for 4.6% of the total NBC network program hours in March, sending the novelty classification to its highest March figure in five years. International program hours increased 122% over March of last year. The 38 pickups during March, '36, came from 12 countries, consumed 9 hours, 11 minutes. Government officials made 56 mike appearances in March, consuming 12 hours, 55 minutes . . . an increase of 20% over March of last year. This is the result of the increased use of NBC facilities by Republican Senators and Representatives.

S. W. ASCHE, whose job it is to promote the City of Pittsfield, Mass., and the Berkshire hills in general, will start his summer program series over WGY, Schenectady, on June 16 this year. For several years Mr. Asche has been using WGY for monthly dramatizations of the romance and beauty of the Berkshire hills, using mainly dialog, featuring his daughter, Jean. He was formerly in the personnel department of the Pittsfield, Mass., works of General Electric Co.

GEORGE SISLER, former big league player, aids Ray Schmidt, commentator of KWK, St. Louis, between innings in describing local baseball games. In addition Sisler has a quarter-hour program Saturday mornings. It is titled *Big League Experience*. Both programs are sponsored by General Mills Inc., Minneapolis, and placed through Knox Reeves Adv. Inc., Minneapolis.

A DOLLAR is paid to each holder of an odd job who answers questions on his business for the *Jack of All Trades* program on WNEW, Newark. Among strange occupations uncovered are dog walking, fender bending, egg painting, blood donating, tattooing, blush experting and imitation bearded lady.

WBT, Charlotte, N. C., is teaching dancing over the air, in keeping with the modern craze for more and better dancing of all kinds. The program is being handled by Helen Pool, Charlotte dancing school operator, Wednesday afternoons. Miss Pool takes a short cut, on the business of going to dance school for a formal lesson, by giving instruction in the home that is designed to teach persons from the beginners stage and improve the steps of those already dancing, as well as give them new steps.

THE NBC Sunday morning children's program was 12 years old May 24. The program was started May, 1924, at WJZ before the birth of network broadcasting. Milton Cross was master of ceremonies, then as now. Madge Tucker, who writes and directs the broadcast, entered the picture shortly after the initial broadcast.

LOS ANGELES' third annual music festival in the city schools was observed May 23 with thousands of school children singing from the Hollywood Bowl to the NBC-Blue network for an hour. Besides the vocal numbers, a boys' band, a 2,000-piece harmonica band, the junior college A capella choir and a band of 100 banjo and guitar players took part.

DR. COWAN, Los Angeles chain of dental establishments, using KFWB, Hollywood, week days with the *Beverly Hillbillies*, late in May launched a radio debate with $1,000 cash prizes. The topic is "The Townsend Plan" with five minutes on each program for a professional debator and the same amount of time for an amateur speaker. It will run for six weeks with finals held in a hall or auditorium. The program goes over the Southern California network.

DURING Foreign Trade Week, May 17-24, WCCO, Minneapolis, presented a series of three programs devoted to that event, aided by the U. S. Department of Commerce and the Minneapolis Civic and Commerce Assn. Donald D. Davis, president of General Mills Inc., was the speaker May 23.

THE *Social Secretary Program* of WHAM, Rochester, provides news of social happens and anecdotes about prominent persons. Guest speakers are invited. Mrs. Helen Oviatt Griffen, society editor of the *Rochester Journal*, left that post to take over the program. The program has been on the air only four weeks but a number of local civic groups are sending in material and seeking time for representatives.

WWVA, Wheeling, on May 30 was to celebrate the fifth anniversary of its affiliation with CBS and had invited radio and advertising executives to attend the festivities. A one-hour anniversary broadcast was arranged, along with other events. In covering the Ohio and West Virginia primary elections May 12 WWVA was on the air without a break for more than a day and a half. Direct lines had been installed to a number of counties to facilitate gathering of returns.

THE program *Dan Harding's Wife*, still without sponsorship, has vastly increased its radio audience by going to the NBC-Red network. It has thus far been heard only in the Midwest and is on the air every morning except Saturday and Sunday, 9:15-9:30 a. m. The story, written by Ken Robinson, Chicago newspaper reporter, is a serial drama of a mother who must bring twins through the age of adolescence while their father is away on a mining contract.

WSPD
TOLEDO'S ONLY RADIO STATION

A BASIC COLUMBIA OUTLET

5000 WATTS DAY
1000 WATTS NIGHT

Owing to the exclusive position of WSPD in this great million-and-a half market, National advertisers know that WSPD must be used to get blanket coverage.

WSPD TOLEDO OHIO
STUDIOS COMMODORE PERRY HOTEL TOLEDO, OHIO
TRANSMITTER PERRYSBURG, OHIO

WTMV
in the
ST. LOUIS AREA

Responsive . . .
Over 370 Advertisers Used WTMV to SELL Their Products During The Last 12 Months.

FOR KANSAS CITY COVERAGE
WREN
"A Bird in the Hand"

TRANSCRIPTIONS

ADDITIONAL transcription accounts placed on various stations are reported as follows by National Advertising Records, these being supplemental to the lists carried in previous issues of BROADCASTING:

B. F. Goodrich Co., Akron (tires)
Sand Springs Corp., Williamstown, Mass. (ginger ale)
Wildroot Co. Inc., Buffalo (hair tonic)
Lyko Medicine Co., Kansas City (Lykolene dental cream)
Foster-Milburn Co., Buffalo (Doan's pills)
Wyeth Chemical Co., New York (Jad salts)
National Dairy Products Co., New York
Mayflower Doughnut Corp., New York
Olson Rug Co., Chicago
Wofford Oil Co. of Ga., Atlanta (gasoline & motor oil)
General Paint Corp., San Francisco
McCloskey Varnish Co., Los Angeles (Kwik-On varnish)
Bob Jones College, Cleveland
Illinois Central Railway System, Chicago
Union Pacific Railway, Omaha, Neb.
Duquesne Brewing Co., Pittsburgh (beer)
Peter Fox Brewing Co., Chicago (beer)
International Sugar Feed Co., Minneapolis (chick mash)

STANDARD RADIO Inc. announces sale of its program library to KERN, KMJ, KFBK, KGW, KOH, WLVA, CKPC, KTRH and WSYB. Twenty-four more stations, Yankee Network and International Broadcasting Co., London, have bought the new sound effects library. Twenty-one stations have purchased the last 50 transcribed *Sons of the Pioneers* discs, an addition to the previous library of 200 numbers in the series. Shortly after a recording of "Take Me Out to the Ball Game", with sound effects, was announced, orders were received from more than 60 stations for use with baseball broadcasts.

HARRY ECKLES joined the sales staff of Associated Cinema Studios, Hollywood transcription firm, late in May.

PREMIER RADIO ENTERPRISES Inc., St. Louis, formerly Dalzell Sound Recording Studio, has completed a 26-episode series for Central Shoe Co., St. Louis, titled the *Old Scoutmaster* and is recording a second series as well as a series of spot announcements for Central. For Haskin Bros. Co., Des Moines, Premier is recording one-minute announcements on Trilby soap. A series of five-minute discs is being cut for International Shoe Co., St. Louis (Conformal Footwear) and a series of spot announcements for Countess Marina cosmetics.

L. CY WHITAKER, for several years sales manager and also in charge of the syndicate department of MacGregor & Sollie Inc., Hollywood transcription producers, prior to the organization moving to southern California from San Francisco, has resigned and will take an extended vacation. Whitaker was placed in charge of the San Francisco office of the organization when the transcription plant was moved from that city in April. No successor to Whitaker in San Francisco has been announced.

KROW, Oakland, has subscribed to the complete MacGregor & Sollie service.

STANDARD RADIO Inc., Chicago and Hollywood, has issued a catalogue describing in detail its new sound effects library and the various sound effects included in the list. Index cards are supplied with the library.

UNIVERSAL MICROPHONE Co., Inglewood, Cal., in June will issue the summer edition of its catalog of recording machines, equipment and accessories.

MAURICE J. GUNSKY, music supervisor for MacGregor & Sollie, Los Angeles and San Francisco transcription firm, transferred to the southern office late in May where production has started in the new plant. C. P. MacGregor, president of MacGregor & Sollie, Los Angeles transcription firm will leave for the Northwest late in June on business and in connection with his post as radio chairman for the annual convention of the Pacific Advertising Clubs Association.

MERTENS & PRICE Inc., Los Angeles transcription firm, in May started production on "The Folks Next Door", 52 quarter hours. Cy Kendall, once "Host Wilson" on the CBS Hollywood Hotel program, heads the cast.

WFBL, Syracuse, using its new Presto recording equipment, is recording its own series of 150 one-minute dramatic announcements for Hy Kassel Clothing Store.

Girard Cigar Tieup

WEBSTER - EISENLOHR Inc., New York (Girard cigars) awarded cash prizes for listeners who picked winners at Belmont Park races. Girard cigar bands were required from listeners to its *Today's Races* program, daily on WMCA, New York. The first day, May 18, brought in 1,360 entries, a third of which were from women.

Three Programs Closing

TWO Sterling Product programs on the NBC-Blue network will sign off after the June 26 broadcast — *The Backstage Wife* (Dr. Lyon's toothpowder), Mondays through Fridays, 4:15-4:30 p. m. and the *How to Be Charming* (Phillip's facial cream), Mondays, Wednesdays and Fridays, 4:30-4:45 P. m. American Home Products (Kolynos toothpaste), discontinues *Hammerstein's Music Hall* on the NBC-Red network, Mondays, 8-8:30 p. m., after the June 22 broadcast.

Gulf Uses Local Tie-ins To Promote Its Dealers

GULF REFINING Co., Pittsburgh, on the May 31 *Phil Baker* broadcast on CBS began to cut in toward the end of the program on 23 of the 61 stations with special local dealer announcements of a brief nature. The announcements, scheduled for four broadcasts, do not close the program, the whole network being signed off from New York, the origination point. There is no time charge for these cut-ins as it is already Gulf time but the stations concerned are making a service charge. Stations on the announcement schedule are: WNAC, WFEA, WLBZ, WORC, WMAS, WEAN, WABC, WICC, WDRC, WOKO, WGR, WHEC, WNBF, WFBL, WIBX, WCAU, WCAO, WJSV, WHP, WMBG, WDBJ, WJAS, WWVA. Young & Rubicam Inc., New York, has the account.

AN HOUR series on WFBL, Syracuse has been booked by Roy Furniture Co. urging veterans to use bonus money to buy furniture.

KANSAS BONUS SHOWER
CATCH your SHARE with WIBW's BLANKET
. . . In a few weeks, over 60,000 Kansas ex-service men will receive about $750.00 each in CASH!
Let WIBW Blanket This Market for You
WIBW has a proven ability to loosen the purse strings and to direct the buying habits of these same people.
WIBW · Topeka · The Voice of Kansas
Owned and Operated by The Capper Publications, Don Searle, Gen. Mgr.
Represented by Capper Publications in
New York Chicago Kansas City, Mo. Cleveland Detroit San Francisco
$45,000,000.00 CASH
KANSAS
WIBW BLANKETS KANSAS

WTAR
NORFOLK, VIRGINIA
NBC National Representatives: Edward Petry & Co.

WJAY

CLEVELAND 610 Kilocycles

MISS PERSONALITY of WJAY

able conductor of the famed Charm Hour, has taken her jolly darkie cook, Dixie, into the studio for her Cooking School of the Air. Together, Miss Personality and Dixie talk over recipes, products, menus and meal-planning, and together they're piling up sales records for Dixie Margarine, Quick-Serve Beans, Pet Milk and others . . . by *Personalized selling*, a WJAY invention. Cost of CHARM and its affiliate, the COOKING SCHOOL: $75.00 per week, six a week. Only two more sponsors accepted. Wire or phone

Edythe Fern Melrose, Mgr.

Station WJAY, Cleveland
CHerry 0464
Rep. Aerial Publicising, Inc.
New York, Chicago

"Cleveland's only independent station—controlling both its time and its policies."

Food-Drug Measure Speeded

(Continued from page 10)

visions of this subsection in the case of drugs and devices with respect to which such a representation as to therapeutic effect would not, in his opinion, be a violation of subsection (a).

(c) Notwithstanding any provision of this section, no advertisement of a drug shall be deemed to be false or misleading under this section if it is disseminated only to members of the medical profession and/or appears only in the scientific periodicals of that profession.

Duties of the Trade Commission were prescribed in a new section of the bill substituted for that which set up the advisory committees. It follows:

(a) The Federal Trade Commission is hereby empowered and directed to prevent (1) the dissemination, or the causing of the dissemination, of any false advertisement by United States mails, or in interstate commerce by radio broadcast or otherwise, for the purpose of inducing, directly or indirectly, the purchase of food, drugs, devices or cosmetics; (2) the dissemination, or the causing of the dissemination, of any false advertisements by any means for the purpose of inducing, directly or indirectly, the purchase of food, drugs, devices, or cosmetics in interstate commerce.

(b) Whenever the Commission shall have reason to believe that any person has disseminated, or is disseminating, or has caused or is causing the dissemination of, any false advertisement by any of the means and for the purpose specified in subdivision (a) of this section, and it shall appear to the Commission that a proceeding by it in respect thereof would be to the interest of the public, it shall proceed to prevent the same in the same manner and by the same procedure as provided by section 5 of an Act of Congress approved September 26, 1914, entitled "An Act to create a Federal Trade Commission, to define its powers and duties, and for other purposes", as amended. The provisions of said section 5 and of sections 6, 9 and 10 of said Act, as amended, shall apply, for purposes of enforcement of the provisions of this section, insofar as they may be applicable. The circuit court of appeals shall have the same jurisdiction to review the orders of the Commission and to enforce the same, and shall review and enforce the same, as provided by said section 5.

(c) The Secretary shall report to the Federal Trade Commission on all cases of false advertising, to which subsection (a) may apply, that may come to his knowledge and submit therewith any evidence he may have together with any reports and scientific opinions of his Department relative thereto.

Provisions for multiple seizure of articles and preparations construed as inimical to public health, which so irked proprietary manufacturers, were modified considerably by the House Committee. Greater protection for patent medicine manufacturers on disclosure of formulas also is afforded under rewriting of the Senate provisions.

Under the heading "prohibited acts and penalties", the House Committee picked up the precise language of the Senate insofar as advertising is concerned. These prohibit dissemination of "any false advertisement by United States mails, or in interstate commerce by radio-broadcast or otherwise, for the purpose of inducing, directly, or indirectly, the purchase of food, drugs, devices or cosmetics". Another prohibited act is that of "dissemination of a false advertisement by any means for the purpose of inducing, directly or indirectly, the purchase of food, drugs, devices, or cosmetics, in interstate commerce.

The Senate bill contained a provision that no publisher, radio broadcast licensee, advertising agency, or other agency or medium for the dissemination of advertising would be deemed a violator of the provision mentioned in the preceding paragraph, if he provided on reasonable request, the name and address of the buyer of the advertising complained of. If he refused, he would then be guilty of a misdemeanor and on conviction, subject to the penalties prescribed in the act.

In the House bill this was dropped in its entirety, thus affording even greater protection for the medium and the agency.

The House, however, picked up in total a similar provision holding dealers responsible if they fail to furnish the information, subjecting them to not more than one year imprisonment or a fine of not more than $5,000, or both, if convicted.

The bill, if passed by the House, and signed by the President, would become fully effective one year from date of enactment. Certain provisions, however, would be effective prior to that date.

JOSEPH J. HARTY, formerly of WOR, has joined WMCA, New York, as head of the traffic division.

Davis Quota Plan Encounters Delay Near Session End

Deaths in Congress Serve to Block Repeal of Amendment

DEATHS of members of Congress twice during the last fortnight have frustrated possible enactment of the bill to repeal the Davis Equalization Amendment to the Radio Law upon which the entire quota allocation system is based.

Having already passed the Senate, the bill last month was favorably reported by the House Interstate & Foreign Commerce Committee and was placed on the unanimous consent calendar. So far as known there is no opposition to the bill and once it is reached on the calendar it presumably will pass and become law.

Due for consideration on May 18, when the consent calendar was to be considered, it failed to get notice because of adjournment of the House in respect to Rep. Thomas (R-N. Y.) who had died May 17. On the next calendar Monday, May 25, it was due to be considered again, but the death early that day of Rep. Perkins (R-N. J.) caused adjournment of the House and another calendar day was lost.

Danger of Adjournment

THE NEXT calendar day is June 1, and it is confidently expected that barring unforeseen contingencies it will be enacted. There is the possibility it will be called out of turn by unanimous consent, but this is remote. With adjournment contemplated by June 9, there will be little chance for the measure to pass unless it is called out of order or adopted June 1.

Repeal of the amendment, included in the Radio Act in 1928, would open the way for improved facilities for stations, notably in the West and South, which are now blocked from such improvements by the quota regulations based on population of particular states and zones. The Davis amendment specifies there shall be an equal distribution of station facilities among the five radio zones, which are widely disproportionate in size, but the same in population, and an equitable allocation according to population among the states in each zone. Repeal of the amendment would automatically invalidate the quota system and leave to the discretion of the FCC the allocation of facilities on an equitable basis consistent with good engineering.

Since the broadcast band is crowded, it is not expected that many new stations could be licensed in the more populous areas. But it is anticipated that a number of part-time stations, blocked by quota, could become full time, and that power increases in a number of cases would be made possible. If strict engineering principles are followed it is expected that no undue hardships will result from the repeal. On the other hand, with no barriers in the law, great harm could result through indiscriminate licensing and indiscreet administration, according to qualified observers.

HOW TO
Wake Up Sales
• • •
Early to Bed, Early to Rise,
Work Like Hell and Advertise on
KFPY'S
"Organ Reveille"
7:15 to 8 a. m.

A participating program, over four years old, limited to ten non-competitive accounts.
It has a surprising record for results, mainly because it reaches a goodly share of the Inland Empire ($300,000,000 annual spending power) just before it leaves to work, to buy. Write or wire for rates.

KFPY — Pioneer Broadcasting Station of Spokane

J. H. McGILLVRA, 485 Madison Avenue, NEW YORK
Palmolive Building, CHICAGO

WALTER BIDDICK CO., 568 Chamber of Commerce Bldg., LOS ANGELES
601 Russ Bldg., SAN FRANCISCO

Year-Round Radio Gaining in Favor, According to CBS

Staying Qualities of Sponsors Shown in Promotion Piece

THE WAY its advertisers like 52-weeks-a-year schedules and what happened to those who didn't stay on the air 52 weeks in 1935 is shown in a CBS promotion piece titled *"More-Than-a-Year" vs. "Less Than a Year" Advertising Over the Columbia Broadcasting System.*

The booklet starts out by taking an 8½x11 inch page to say that "110 CBS clients sponsored 135 programs in 1935". On the next page 32 programs of limited duration are eliminated, with explanations, thus reducing the number of programs examined to 103.

Of these, 28 or 27.2% were on the air 52 weeks last year; 15 (53%) of this group renewed for 52 weeks this year; 5 (18%) have renewed indefinitely, a total of 70% renewals for the "52-weekers". Another 15 (14% of sponsored programs) were on some time last year and are now on a 52-week contract; another 20 (19%) are currently on the air indefinitely, making a total of 63 (61%) successful long-term programs.

Then CBS explains why 40 of the 103 programs cancelled or expired at the termination of contract. Ten of them are still on the air with other programs; one which had pushed sales to a 19-year record after 64 consecutive weeks was cancelled when the expedition from which it originated (Byrd) returned to this country; 14 were cancelled by sponsors due to trouble within their own organizations.

Reasons for the 14 cancellations included labor trouble in the factory which prevented distribution equal to the demand; exhaustion of funds from a public treasury; change in product; inadequate distribution system to justify a national campaign; financial difficulties; lack of suitable CBS time to suit particular sponsors.

Summing up, CBS points out that there were 63 successful long-term programs vs. 16 short-term programs.

Mr. Station Owner:—

This ad should hold an appeal only to the station owner who believes that his business has not developed sufficiently to satisfy him, regardless of the cause.

A very successful team of Manager and Commercial Director wish to assume operation of a station which has good fundamental prospects on a profit sharing basis.

This team are showmen and producers—building for permanent volume and establishment of prestige is their mode of operation. These men are proud of the 400% increase in revenue gained during the two years of operating present affiliation. All correspondence will naturally be handled with discretion.

Address
Box 495, BROADCASTING

Signed With Warner

WHILE Warner Bros. still maintains silence about signatories to its five-year music performance contracts, it is reliably learned that more than 200 stations have signed, but of these only about a dozen are in the more important status from the standpoint of rates which would yield any substantial revenue individually. Networks and their owned and operated stations have ignored the contracts, it is known. The report persists that Warner publishing houses will return to ASCAP shortly.

Kolynos Show to CBS

KOLYNOS Toothpaste's *Hammerstein Music Hall* show now on the NBC-Red network on June 30 will shift over to the basic CBS network, Tuesdays, 8-8:30 p. m. This spot now occupied by A. S. Boyle Co., New York, which relinquishes it June 23, is used for the *Lazy Dan* show on behalf of Old English Floor Wax, but from June 2 until it signs off June 23 it will promote the same firm's Three-In-One oil. Blackett-Sample-Hummert Inc., New York, handles both the Kolynos and Boyle accounts.

Talent of Agencies Held Not Employees

Artists Not Within Scope of Unemployment Insurance

A RULING in New York State holding that artistic talent engaged by advertising agencies and others for performance purposes should be considered independent persons rather than employes, is expected to result in substantial savings to broadcasters and their clients under payments required by state and Federal social security statutes, A. L. Ashby, vice president and general counsel of NBC, declared May 26.

Mr. Ashby explained that on May 22 the executive director of the Division of Unemployment Insurance of New York ruled that "artistic talent engaged by advertising agencies, etc., should be considered independent persons rather than employes" for the purposes of the New York Unemployment Insurance Law. This ruling was handed down to George Link Jr., counsel for the American Association of Advertising Agencies, with whom NBC and CBS counsel cooperated in obtaining an opinion.

"While the ruling does not mention broadcasters," Mr. Ashby said, "it should apply equally to them and while it is limited to New York it should be valuable and weighty precedent in other jurisdictions."

Thus it is concluded that broadcasters, advertising agencies and advertisers using radio with outside talent, will not be required to pay either Federally or to state jurisdictions social security or unemployment assessments based on "salaries" to these artists. Under the Federal statutes, employers in the respective states may deduct state payments from the Federal, as part of a reciprocal plan.

H. C. BRILL Inc., New York (E-Zee-Freeze) on June 3 will start *Home Talks* on a six-station Mutual hookup, using the 9:30-9:45 p. m. period Wednesdays.

Advertisement

Out Here In Chicago . . .

• *Some Random Thoughts, Most of Which Concern WGES, WCBD and WSBC*

By GENE T. DYER

This column will appear frequently. It is YOURS as much as it is ours. Come on and use it!

THAT'S a swell new studio setup at WKY, Oklahoma City—a tribute, we are sure, to the genius of Walter Harrison. Memory: This writer then on the Kansas City Star's editorial staff (1919) sold Mr. Harrison (via correspondence) on the idea of giving us the Sunday editor's job on the Oklahoman. We hope we shall never again see a similar look of disappointment as that which shadowed Mr. Harrison's face when he saw us first and exclaimed, "I thought you were much older." We were 21 years old but we got the job and some great experience under one of the finest men we've ever known.

* * *

WGES was Chicago's first station to install complete air conditioning in its offices and studios. Now WCBD and WSBC are being similarly equipped.

* * *

A pretty swell tribute to the honor of radio operators: Virtually none in Chicago is taking advantage of the relaxed ruling on phonograph records—certainly refuting the claims of those who said radio stations were "trying to fool the public!"

* * *

WSBC has the only all-colored (negro) hour on the air that we know of. And does it sell merchandise to the more than 250,000 negroes of Chicago? Ask any of the advertisers who have been using it effectively for more than seven years!

* * *

There are a quarter million house trailers for motorcars in use. Agency space buyers will soon be asking for your house-trailer listening figure.

* * *

WCBD has been showing merchants and manufacturers from Milwaukee how to get business from Chicago; at the same time we've illustrated to Chicago advertisers how to tap the rich Milwaukee market. Result: An hour-a-day feature sponsored equally by Chicago and Milwaukee concerns. *Maybe you'd like to cover both Milwaukee and Chicago and the tremendous additional territory served by WCBD at ridiculously low cost?*

* * *

Professor Elder of Massachusetts Tech has finally verified what most radio station operators have known since their first broadcast: It's the PROGRAM and not the size of the station that determines size of the radio audience.

Gene T. Dyer

"THE VOICE OF MISSISSIPPI"

WJDX

JACKSON, MISSISSIPPI

"CONSISTENT COVERAGE IN MISSISSIPPI"

THEY'LL NOT BE COMING 'ROUND THE MOUNTAIN FOR US!

No sir! Station WAVE furnishes none of the music for the dances in the district school-house down at Chicken Bristle! But here in the Louisville trading area (which does about as much business as all the rest of Kentucky) we get an even break with any station on the dial! Because, after all, we're the only N.B.C. station in these here parts—and that's only *parts* of it!

National Representatives:
FREE & SLEININGER, INC.

STATION WAVE
INCORPORATED
LOUISVILLE, KY.
1000 WATTS . . . 940 K. C.

Griffin's Annual Spots

GRIFFIN MFG. Co., Brooklyn (All-White shoe cleaner) during the week of May 25 began its spring spot announcement promotion on 25 stations throughout the East and Midwest. The announcements are about 25 words in length and are broadcast at various times through the day with at least one announcement each day, except Sunday, over all stations. Announcements are broadcast over a few stations on Sunday. Comprising the client's list are: WCKY, WGY, WMCA, WBT, WTAR, WGST, WOL, WHAM, WHK, WRVA, WLAC, WDOD, WJR, WLS, WTMJ, WTCN, WHO, WIP, WEEI, WJAS, WFBR, WTAG, WJAR, WTIC, WCSH. Bermingham, Castleman & Pierce Inc., New York, handles the account.

Taxis Aid WCOA Clients

WCOA, Pensacola, Fla., has started a special service for national radio advertisers by contracting with the largest taxi cab company in Pensacola to carry a banner across the back of each cab calling attention to WCOA and giving the name of the program and its sponsor. There are 30 of these cabs, each of which covers 300 to 400 miles per day. Test campaigns and regular accounts are allotted a certain number of days during which banners featuring their programs are carried on the taxi cabs.

DR. FRANKLIN DUNHAM, NBC educational director, has been announced as one of the guest lecturers on a new study course, at New York University.

Central America's "Bowes"

Mr. Castillo

THAT'S the title already earned by Manuelo F. Castillo, director of the Republic of Panama's newest broadcasting station, *La Voz de la Victor*, which went on the air at Colon in April and is meeting real success. Broadcasting simultaneously in the regular broadcast band on 1440 kc. and in the shortwave band on 6005 kc., HP5K uses NBC Thesaurus, has RCA equipment throughout, and is one of Central America's most modern stations. The amateur idea took so well when Senor Castillo started it (he broadcasts in both English and Spanish) that it not only is sponsored but the sponsored show is staged in a Colon theater before big audiences.

Laboratory Sponsor

SHIRLEY H. WYNNE Public Health Laboratories, New York (health talks) through Neff-Rogow Inc., New York, has begun a new series of health talks on three stations of the Inter-City Group (WMCA, WIP, WMEX) Tuesdays, Thursdays and Saturdays, 11:45 to 12 noon and on WEAF, Monday, Wednesday, and Friday 9:30-9:45 a. m. The Inter-City network program began May 21, with the WEAF series starting the following day. All stations are signed for 13 weeks. Loft Inc., New York retail candy unit was the first client of the new concern which is headed up by Dr. Shirley Wynne, former Commissioner of Health for the City of New York. Dr. Wynne will participate in all broadcasts.

Zipper on WOR

SLIDE FASTENERS Inc., New York (Zippers) on Tuesday, June 2, 12:45-1 p. m. will begin a new series of twice-weekly programs, Tuesday and Thursday, on WOR with Jim Barry, baritone, and a string trio as the talent. Program is signed for six weeks. G. Lynn Summer Co. Inc., New York, has the account.

Lehn & Fink Test

LEHN & FINK PRODUCTS Corp., Bloomfield, N. J. (Neva-Wet water proofing preparation) on May 18, started on WCAE, Pittsburgh, with a five-weekly studio program titled *Our Family*. It is a test campaign and is signed for 13 weeks. Lennen & Mitchell Inc., New York, placed the account.

Calox Spots in West

McKESSON & ROBBINS Inc., New York (Calox toothpowder) is using 13 one-minute live announcements on five stations on the Pacific Coast. N. W. Ayer & Son Inc., New York, placed the account.

Washington's
Own
Local station
Washington, D. C.

CBS Leasing KSFO

(*Continued from page 12*)

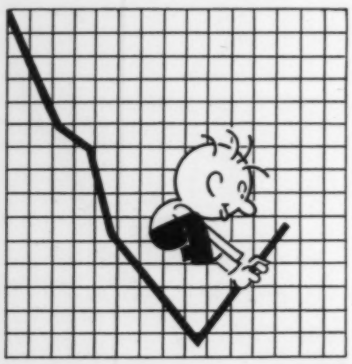
sions extending to CBS the right to renew the lease or enter into an affiliate arrangement with WEEI at the end of the lease period also are included.

The lease agreement covers leasing of the transmitter equipment, including the land and structures at Weymouth, Mass., all broadcasting and studio equipment and the broadcasting business of WEEI. The agreement was signed April 2. The contract recognizes the possibility of technical development and changes in the present broadcast allocations by providing that both parties will cooperate in securing promptly the approval of the FCC for installation of a 5,000 watt transmitter, the cost of which, including land, buildings, towers and equipment, is to be paid by the Edison company up to $150,000. This looks toward a possible horizontal increase in the power of regional stations to 5,000 watts. The lease also provides that the present 1,000 watt transmitter is to be retained for use as an auxiliary as long as CBS desires, and it contemplates installation of additional new equipment for improvement of the station during the term of lease.

WEEI Bidding Spirited

THE AGREEMENT with CBS was consummated after spirited negotiations in which several organizations were involved. Whether the Broadcast Division will designate the proposed assignment for hearing is not known at this time.

In designating for hearing the assignment application involving KNX, the Division also remanded to the hearing docket the application for renewal of the KNX license. The station has been operating under a temporary authorization by virtue of FCC citations on programs, notably in the so-called "Marmola" case heard several months ago. The Broadcast Division, sitting en banc, will hear the arguments on the assignment, and presumably at the same time will take testimony from KNX executives with respect to the some two-dozen commercial programs which originally were investigated.



A *Prescription* FOR SICK SALES CHARTS

KWK is a specialist at curing weak, run down sales charts. If your sales chart is beginning to droop don't hesitate! See us immediately! We will soon have it bouncing up with renewed life.

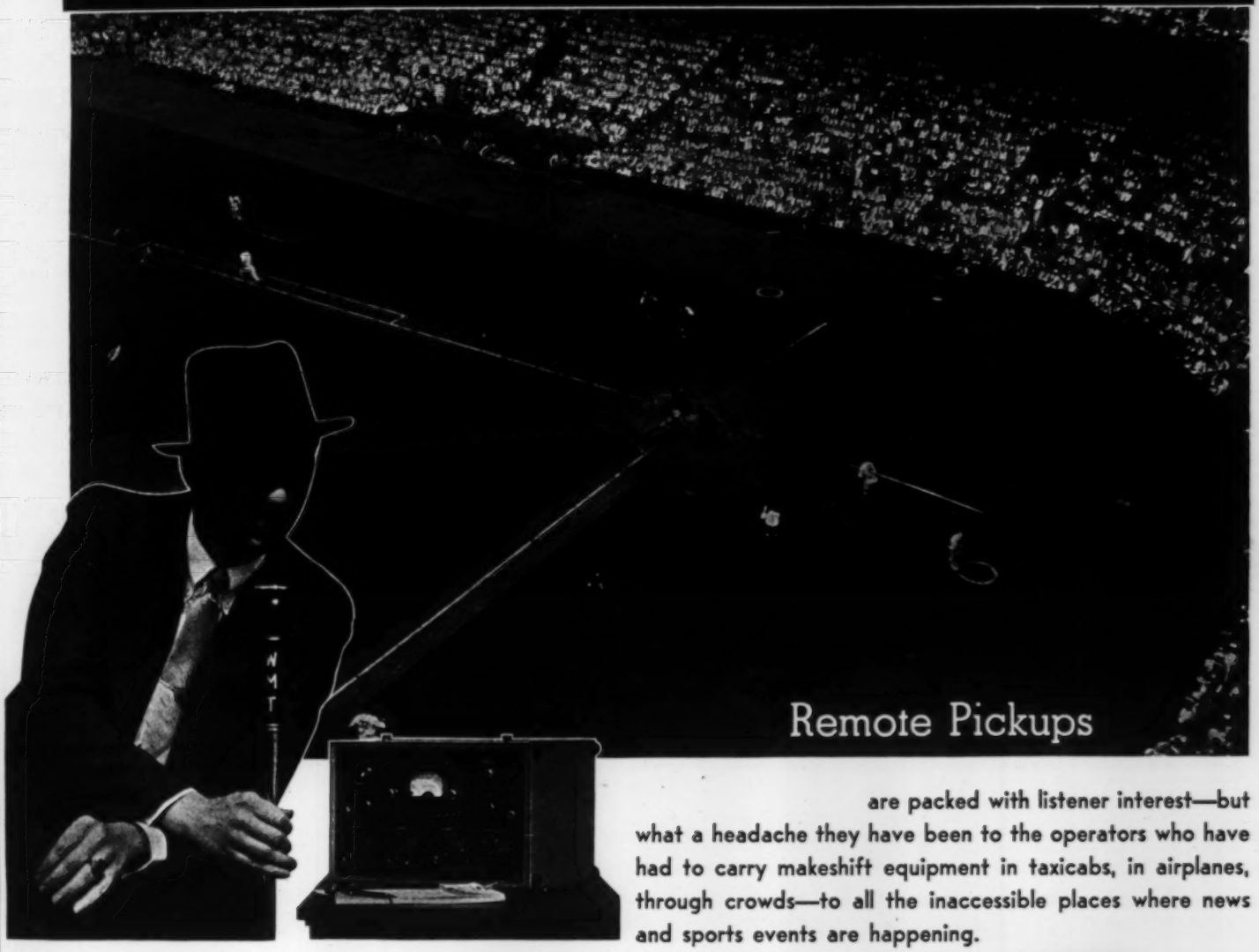
Remember, we have never failed to effect a cure.

THOMAS PATRICK INCORPORATED
HOTEL CHASE — ST. LOUIS, MO.
REPRESENTATIVE — PAUL H. RAYMER CO
NEW YORK — CHICAGO — SAN FRANCISCO

KWK

(U.P.)
THE TRADE MARK OF ACCURACY, SPEED AND INDEPENDENCE IN WORLD WIDE NEWS COVERAGE
UNITED PRESS
FOR DOMINANT NEWS COVERAGE

TAKE YOUR STUDIO WITH YOU!

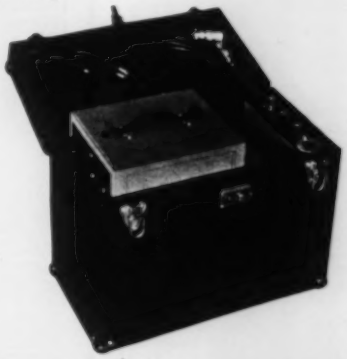


are packed with listener interest—but what a headache they have been to the operators who have had to carry makeshift equipment in taxicabs, in airplanes, through crowds—to all the inaccessible places where news and sports events are happening.

Too often "remote control" has meant very little control at all over the quality of the broadcast that is put on the wire.

But now, after a year of development and proving in the field, the COLLINS 12X REMOTE AMPLIFIER is ready for your broadcasts. It is light, compact, will take severe punishment, and will give you remote broadcasts of studio quality.

The remarkable technical features of the 12X are explained in a descriptive folder —mailed on request.



COLLINS RADIO COMPANY

CEDAR RAPIDS, IOWA ★ NEW YORK, 11 West Forty-Second Street

ACTIONS OF THE
FEDERAL COMMUNICATIONS COMMISSION
(Broadcast Division)

MAY 14 TO MAY 29, INCLUSIVE

Decisions . . .

MAY 14

APPLICATIONS GRANTED:

KGNF, North Platte, Neb.—CP change equip.

KFPW, Fort Smith, Ark.—Same.

WTAR, Norfolk—CP directional antenna, move trans. locally, increase 500 w to 1 kw N directional.

KVOE, Santa Ana, Cal.—Transfer control to J. S. Edwards Inc.

WREC, Memphis—License for CP 600 kc 1 kw N directional 2½ kw LS.

WSGN, Birmingham—Vol. assign license to Birmingham News Co.

W8XO, Cincinnati—Renewal exp. license.

SET FOR HEARING—NEW, Birmingham News Co., Birmingham; KIT, Yakima, Wash.; NEW, Mile High Radio Corp.. Denver; NEW, News Press Pub. Co., Santa Barbara; NEW, Metropolis Co., Jacksonville, Fla.; NEW, North Georgia Brdcstg. Co., Rossville, Ga.; NEW, Owensboro Brdcstg. Co., Owensboro, Ky.; KNX, Los Angeles, to be heard by Broadcast Division 6-29-36.

SPECIAL AUTHORIZATIONS—WWJ, Detroit, use trans. as aux.; WIOD-WMBF, Miami, extension temp. auth. antenna pending repairs; WIS, Columbia, S. C., extension temp. auth. 560 kc 1 kw N 5 kw D non-directional for spec. period, in event of interference to WQAM N power shall be reduced; WMFJ, Daytona Beach, Fla., extension temp. auth. transmitter; WFAA, Dallas, temp. auth. use joint call WFAA-WBAP during celebration.

MISCELLANEOUS — KCMO, Kansas City, reconsidered and granted applic. renewal and assignment to Lester E. Cox, Thomas L. Evans, C. C. Cox; NEW, Memphis Commercial Appeal Inc., granted permission file appearance etc. for applic. station at Mobile; WMT, Cedar Rapids, Ia., denied reconsid., grant without hearing, applic. CP increase 2½ to 5 kw D; WCBD, Zion City, Ill., denied reconsid., grant applic. move studio to Chicago; KOB, Albuquerque, N. M., granted postponement renewal hearing pending applic. assignment license; NEW, Struble, Strong Fagan, Dalles, Ore., granted order take depositions; WWAE, Hammond, Ind., suspended grant of 3-27-36 and set for hearing applic. unltd. D Sh.-WFAM N; NEW, R. J. Laubengayer, Salina, Kan., denied reconsid., grant without hearing applic. CP 100 w 1500 kc unltd.; WALA, Mobile, granted request take depositions.

ACTION ON EXAMINERS REPORTS:

NEW, G. D. Goff, Tampa—Denied CP 1500 kc 100 w unltd., reversing Examiner Hill.

WBNX, New York — Granted CP move trans., increase 250 w to 1 kw 1350 kc Sh.-WAWZ, sustaining Examiner Bramhall.

MAY 21

APPLICATIONS GRANTED:

KMLB, Monroe, La. — License for CP change equip.

WDAS, Philadelphia — License for CP aux. trans.

KFRC, San Francisco—License for CP increase to 5 kw D, also use old trans. as aux.

KBIX, Muskogee, Okla.—License for CP new station 1500 kc 100 w unltd.

WHOM, Jersey City—Consent transfer control to Paul F. Harron & Joseph Lang.

KFWB, Hollywood — Modif. CP extend completion.

KLZ, Denver—Modif. CP new equip.

WHIO, Dayton—Modif. CP new equip.

WCLO, Janesville, Wis.—Modif. CP approving antenna trans. site.

WHK, Cleveland—License use old trans. as aux.

WCAO, Baltimore — License use old trans. as aux.

KEUB, Price, U. — Modif. CP change equip., trans., studio sites.

WHIS, Bluefield, W. Va.—License for CP new equip., move trans.

WPRP, Ponce, P. R. — License for CP new station 1420 kc 100 w N 250 w D spec.

WMBR, Jacksonville, Fla.—License for CP new equip.

WICC, Bridgeport, Conn. — Modif. license spec. to unltd., facilities WCAC.

WHBU, Anderson, Ind.—CP change equip.

KFEL, Denver—CP change equip.

KECA, Los Angeles—Modif. CP extend completion.

WFBM, Indianapolis — License for CP move trans. locally, new equip., increase 1 to 5 kw.

KVOL, Lafayette, La.—Vol. assign. license to Evangeline Brdcstg. Co. Inc.

W9XHW, Minneapolis—License for CP gen. exp. 50 w.

W2XR, Long Island City, N. Y.—Consent vol. assign. license to Interstate Brdcstg. Co.

SET FOR HEARING — NEW, KLA Inc., La Grande, Ore.; NEW, John S. Allen & G. W. Covington Jr., Montgomery, Ala.; NEW, Fred J. Hart, Honolulu; NEW, Bayou Brdcstg. Co., Houston; NEW, Twin City Brdcstg. Co. Inc.; Lewiston, Me.; NEW, Thomas L. Evans, J. L. Milligan, Jefferson City, Mo.; NEW, Harold M. Finlay & Mrs. Eloise Finlay, La Grande, Ore.; NEW, H. Wimpy, Albany, Ga.; NEW, Eau Claire Brdcstg. Co., Eau Claire, Wis.; WGN, Chicago, applic. CP 500 kw, to be heard by Broadcast Division; KTRH, Houston; WDOD, Chattanooga; WCRW, Chicago; KICA, Clovis, N. M.; KVOE, Santa Ana, Cal.; New, Tribune, Great Falls, Mont.; NEW, C. E. Wilkinson Brdcstg. Co. Inc., Mason City, Ia.; WSBT, South Bend, Ind.; KFBB, Great Falls, Mont.; KSD, St. Louis; NEW, Ed Klies, Helena, Mont.; WHBC, Canton, O.; WOWO, Fort Wayne, Ind.; NEW, Cacha Valley Brdcstg. Co., Logan, U.

MISCELLANEOUS — NEW, Lookout Brdcstg. Corp., Chattanooga, granted postponement hearing; WCAE, Pittsburgh, reconsidered renewal license because of protest of WREN, authorized temporary continuance 1220 kc 1 kw N 5 kw D pending hearing; WPAX, Thomasville, retired to files applic. CP change equip. etc.

APPLICATIONS DISMISSED — NEW, Northern Brdcstg. Corp., Watertown, N. Y.; NEW, Ben L. Taylor, Phil B. Whitaker, Mrs. Phil B. Whitaker, Chattanooga; KFEQ, St. Joseph; KOOS, Marshfield, Ore.; KWBG, Hutchinson, Kan.; NEW, Evans Brdcstg. Co., Kansas City; NEW, Southland Brdcstg. Corp., Chattanooga.

ORAL ARGUMENTS — NEW, C. G. Hill, George D. & Susan H. Walker, Winston-Salem, N. C., 9-17-36; NEW, Central Brdcstg. Co., Eau Claire, Wis., 9-17-36; NEW, Pittsburg. Co., Pittsburg, Kan., 9-17-36.

RATIFICATIONS:

WTHT, Hartford—Set for hearing applic. modif. CP D to unltd. (5-15).

Petition of Black River Valley Brdcstg. Inc. intervene hearing applic. Brockway Co. and Northern Brdcstg. Corp. granted and hearing continued to 6-23-36.

APPLICATION DENIED — Evening Herald Pub. Co., Los Angeles, spec. auth. unltd. pending action on applic. license for CP.

MAY 28

APPLICATIONS GRANTED:

KMA, Shenandoah, Ia.—CP move trans., new radiator.

WKY, Oklahoma City—CP vert. radiator, increase 1 kw to 1 kw N 5 kw D.

KGW, Portland, Ore.—CP change equip.

WCAP, Asbury Park, N. J.—CP change antenna.

KGY, Olympia, Wash.—CP new equip.

KFPY, Spokane—Modif. CP trans. site, antenna 5 kw D.

KSCJ, Sioux City, Ia.—Modif. CP trans. site, change equip.

WMBD, Peoria, Ill.—Modif. CP new equip.

KIRO, Seattle — License for CP move trans., studio.

WKAQ, San Juan, P. R.—License for CP change equip., increase to unltd.

WJJD, Chicago—License for CP move trans. to Des Plaines, ver. radiator.

WEOA, Evansville, Ind. — License for CP 1370 kc 100 w unltd.

WHBC, Canton—Temp. renewal license, applic. set for hearing.

WAML, Laurel, Miss.—License 1310 kc 100 w spec.

WCOP, Boston—Vol. assign. license to Mass. Brdcstg. Corp.

NEW, Lincoln Memorial U., Middlesboro, Ky.—CP new station 1210 kc 100 w unltd.

W3PD, Toledo—License for CP increase 2½ to 5 kw D 1 kw N.

WMFN, Clarksdale, Miss.—CP move to Grenada, Miss.

WBBZ, Ponca City, Okla. — Temp. extension license.

KROC, Rochester, Minn.; WSAJ, Grove City, Pa; WCAX, Burlington, Vt.; KGY, Olympia, Wash.; WCCL, Jamestown, N. Y.; KFYO, Lubbock, Tex.; WMBO, Auburn, N. Y.; KOOS, Marshfield, Ore.—Renewal license regular period.

WTHT, Hartford, Conn.—Modif. CP re equip

SET FOR HEARING—NEW, Voice of Detroit, Mich., CP 1120 kc 500 w N 1 kw D unltd.; NEW, Orrin P. Kilbourn, Albany, N. Y., CP 1240 kc 250 w unltd.; NEW, Panama City Brdcstg. Co., Fla., CP 1500 kc 100 w D; NEW, Brownwood Brdcstg. Co., Brownwood, Tex., CP 1370 kc 100 w D; NEW, Southern Brdcstg. Corp., New Orleans, CP 1200 kc 100 w Sh.-WJBW, facilities WBNO; NEW, Radio Enterprises Inc., Hot Springs, Ark., CP 1310 kc 100 w D; NEW, Cadillac Brdcstg. Co., Dearborn, Mich., CP 1140 kc 500 w D; NEW, Asheville Daily News, N. C., CP 1370 kc 100 w unltd; WIND, Gary, Ind., renewal license; WBNO, New Orleans, renewal.

SPECIAL AUTHORIZATIONS—WJEJ, Hagerstown, Md., extension temp. auth. 50 w LS to 11 p. m. Tues., Thurs., Sat., Sund., June; WFIL, Philadelphia, extension temp. auth. 1 kw N June; WOW, Omaha, extension temp. auth. 5 kw June.

APPLICATIONS DISMISSED — WFIL, Philadelphia, modif. license 560 kc 1 kw unltd.; NEW, W. F. Kollecker, Pittsfield, Mass., CP 1290 kc 250 w D.

MISCELLANEOUS — KPPC, Pasadena, Cal., modif. license to 100 w; NEW, F. N. Pierce, Tyler, Tex., denied continuance hearing; WRBC, Youngstown, granted continuance; KFPL, Dublin, Tex., granted renewal, two applic. modif. CP; KOMA, KTAT, WACO, referred to docket section requests for hearing applic. vol. assignment license to Hearst Radio Inc. be fixed for June; A. W. Hayes, Erie, Pa., denied advance of argument date; Plain Dealer Pub. Co., Cleveland, granted applic. transfer control WHK, WHAT to U. B. Co.; NEW, Red River Valley Brdcstg. Corp., Sherman, Tex., granted without hearing CP 1310 kc 100 w D; John E. Fetzer, Saginaw, Mich., withdrawn without prejudice; NEW, Cal. Sales Contract Co., San Francisco, applic. dismissed with prej.; Steffens Ice & Ice Cream Co., Wichita, denied motion withdraw applic. and have case dismissed without prej.

RATIFICATIONS:

KIDO, Boise, Id. — Granted extension temp. antenna (5-23).

WSGN, Birmingham — Granted temp. auth. rebroadcast programs DJD, Berlin, and COCH, Havana, if in public interest.

San Francisco NBC Engineers Hold Meeting

A. H. SAXTON, NBC western division engineer and J. W. Baker, operations supervisor, were guests of honor at a dinner meeting of the San Francisco Chapter, Association of Technical Employes of NBC, held May 8 in the Lake Merritt Hotel, Oakland.

Photo shows, sitting at table (left to right), Thomas M. Watson, field engineer; Oscar A. Berg, maintenance supervisor; James I. Ball, KGO transmitter engineer; George B. McElwain, assistant field supervisor; J. W. Baker, operations supervisor; A. H. Saxton, Western Division Engineer; E. C. Callahan, field engineer and San Francisco Chapter Chairman, A. T. E.; Lester D. Cully, studio engineer and secretary-treasurer, San Francisco Chapter; Ray D. Ferguson, maintenance man; Aubrey E. Fisher, KGO transmitter engineer; Orin H. Brown, KPO transmitter engineer; Walter D. Kellogg, KPO maintenance man. Standing (left to right), Guy H. Cassidy, studio engineer; Edgar L. Parkhurst, field engineer; George Greaves, field supervisor; G. Warren Andresen, studio engineer; Edward A. Poage, KPO maintenance supervisor; William H. McAulay, KPO transmitter engineer; George Maher, Jr., studio engineer; Albert E. Evans, KGO station engineer; Edward R. Manning, field engineer, and David H. Atkins, KGO maintenance supervisor.

Examiners' Reports . . .

WSMB, New Orleans — Examiner Hill recommended (I-223) that applic. renewal license 1320 kc 1 kw unltd. be granted without restriction of radiation toward Des Moines.

WDBO, Orlando, Fla. — Examiner Walker recommended (I-224) that applic. increase 250 w to 1 kw be granted if applic. WCHS for 1 kw N applic. WDBO to move station are granted; otherwise that it be denied.

NEW, Petersburg Brdcstg. Co., Petersburg, Va.; WPHR, Petersburg—Examiner Bramhall recommended (I-225) that applic. Petersburg Brdcstg. Co. for CP 880 kc 500 w D facilities WPHR be denied; that applic. WPHR for renewal be granted; that applic. WPHR move trans. and studio to Richmond be denied.

Applications . . .

MAY 16

WKAQ, San Juan, P. R.—License for CP change equip., move trans.

NEW, Harriet M. & Helen W. MacLellan, d/b Cape Cod Brdcstg. Co., Barnstable Twp., Mass. — CP 1210 kc 100 w 250 w D unltd.

NEW, Farnsworth Television Inc., Springfield, Pa.—CP exp. television.

W8XAL, Mason, O.—Modif. license to add 9590 kc.

WLAK, Lakeland, Fla.—License for CP new station.

NEW, Daily News Corp., St. Paul—CP 1370 kc 100 w unltd. amended to 630 kc 250 w.

WJJD, Chicago—License for CP move trans.

KGY, Olympia, Wash.—CP new trans.

WDNC, Durham, N. C.—Auth. transfer control to Durham Herald Co.

APPLICATIONS RETURNED — NEW, Frank O. Knoll & Julian F. McCutchan, St. Cloud, Minn. (gen. exp.); WPAX, Thomasville, Ga.

MAY 18

WCNW, Brooklyn—CP change antenna, move trans. to 195 Varick Ave., Brooklyn.

NEW, Valley Brdcstg. Co., Youngstown, O.—CP 780 kc 1 kw unltd.

WHAS, Louisville—Exp. auth. and CP new equip., increase 50 to 500 kw, move trans.

WKBB, Dubuque, Ia.—CP new antenna, move studio to Hotel Julien.

WHBU, Anderson, Ind.—License for CP change equip., increase power.

KHSL, Chico, Cal.—Modif. license 950 kc 630 kc, 250 w D to 250 w D & N, hours to unltd., amended to 1260 kc.

KGFJ, Los Angeles—CP change 1200 to 1170 kc, 100 w to 250 w 500 w D.

KIRO, Seattle—License for CP change equip., move trans. & studio.

APPLICATIONS RETURNED—WCAX, Burlington, Vt.; WCHV, Charlottesville, Va.; NEW, Roanoke Gospel Tabernacle, Roanoke County, Va.; WDBJ, Times-World Corp., Roanoke; KFXR, Oklahoma City; KFJZ, Fort Worth; NEW, Frank O. Knoll & Julian F. McCutchan, St. Cloud, Minn. (gen. exp.).

MAY 20

WEEI, Boston—Vol. assign. license from Edison Electric Illuminating Co. to WEEI Brdcstg. Corp.

NEW, Courier-Journal Co. & Louisville Times Co., Louisville—CP gen. exp. 100 w.

WGBI, Scranton, Pa. — License for CP new equip., increase power.

KFBB, Great Falls, Mont. — CP new trans., antenna, move trans. locally.

NEW, Cache Valley Brdcstg. Co., Logan, Utah—CP 1370 kc 100 w unltd., amended to 1200 kc.

APPLICATIONS RETURNED—WJAS, Pittsburgh; KGGM, Albuquerque, N. M.; NEW, Harry G. Kipke, Ann Arbor, Mich.; NEW, National Battery Brdcstg. Co., St. Paul.

MAY 23

NEW, Eugene Meyer & Co., d/b Washington Post, Washington, D. C.—CP 630 kc 250 w 500 w D unltd., facilities WMAL.

NEW, John E. Fetzer, Benton Harbor, Mich.—CP 1500 kc 250 w D amended to 100 w 250 w D unltd. contingent granting WKBZ applic. 1200 kc.

APPLICATIONS RETURNED — NEW, Smerda's Music House Inc., Cleveland, gen. exp.; WCMI, Ashland, Ky.

MAY 25

KHBC, Hilo, T. H.—License for CP as modif. new station.

WTAG, Worcester, Mass. — CP directional antenna, move trans to Holden, Mass., increase 500 w to 1 kw.

W1XEQ, E. Anthony & Son, Fairhaven, Mass.—License CP gen. exp.

NBC, New York—CP and license gen. exp.

WNAC, Boston—Modif. CP increase to 5 kw N & D, directional N.

WJAS, Pittsburgh—Modif. license 1 kw 5 kw D to 5 kw N & D.

WCOL, Columbus—CP change equip.

W4XCA, Memphis—License for CP gen. exp.

NEW, Frank O. Knoll & Julian F. McCutchan, St. Cloud, Minn.—CP gen. exp. 100 w.

KRSC, Seattle—CP new equip.

KFJI, Klamath Falls, Ore.—License for CP change equip.

KID, Idaho Falls, Id.—Modif. CP amended to change trans. site.

NEW, J. D. Keating, Harvey Wells, L. J. Keating, Joe M. Meyer, L. C. Keating, d/b Vancouver Brdcstg. Co., Vancouver, Wash.—CP 1500 kc 100 w D.

Standard Radio Inc., Hollywood—Auth. transmit transcriptions to Canada.

MAY 26

WCAX, Burlington, Vt.—Auth. transfer control from Bertha Jackson to Mary Jackson Forbes and from latter to Bertha R. Wells Jackson, amended to Mary Jackson Forbes only.

WMFF, Plattsburg, N. Y.—Modif. license from D to 7:30 p. m., 100 w N, amended to unltd.

WSYR, Syracuse — License to use old trans. as aux.

NEW, Pottsville Brdcstg. Co., Pottsville, Pa.—CP 580 kc 250 w D.

NEW, Harry G. Kipke, Ann Arbor, Mich.—CP 630 kc 500 w D.

NEW, News Press Pub. Co., Santa Barbara, Cal.—CP 1410 kc 500 w unltd., amended to 1280 kc.

NEW, Wyoming Radio Corp., Cheyenne, Wyo.—CP 1210 kc 100 w unltd.

KSUN, Lowell, Ariz. — CP change, equip., vertical antenna, increase 100 w to 100 w 250 w D.

APPLICATION RETURNED — KCRJ, Jerome, Ariz., CP new trans., antenna.

MAY 29

NEW, Puerto Rico Adv. Co., Mayaguez, P. R.—CP 1370 kc 100 w 250 w D spec., amended re equip., corp. name.

NEW, New England Radio Corp., Bridgeport, Conn —CP 1370 kc 100 w D, amended to 1420 kc.

WIBM, Jackson, Mich.—License CP change equip.

WKBZ, Muskegon, Mich. — CP move trans. locally, vert. antenna.

WPTM, Raleigh, N. C.—Extension spec. auth.

KFJZ, Fort Worth—License CP new equip., increase power.

NEW, Dallas—CP 1500 kc 100 w D, amended from A. Earl Cullum Jr. to Dallas Brdcstg. Co.

NEW, Walker Jamar, Duluth—CP 1500 kc 100 w unltd, amended to 1200, omit request KGFK facilities.

APPLICATIONS RETURNED—WFLA-WSUN, Clearwater, Fla. — Modif. license re field intensity.

Weibert Sentenced

BAYARD E. WEIBERT, promoter of the defunct Transcontinental Broadcasting Corp. and other companies in Los Angeles on May 27 was sentenced by California Superior Court to not less than nine nor more than 75 years at San Quentin prison. Weibert was found guilty by a jury on 17 counts of grand theft and violation of the corporate securities act. He was charged with having misappropriated funds supplied by a number of well-to-do persons on the promise that he would establish a vast television and transcription business.

Agency Signs DeMille

CECIL B. DEMILLE, outstanding motion picture director, has been signed to a long-term contract by J. Walter Thompson Co., through that agency's representative in Hollywood, Dann Danker. Mr. DeMille will produce the *Lux Radio Theatre* CBS programs which have recently been keyed from Hollywood. This is the first time in radio history that a motion picture director has been signed to produce a radio program. Mr. DeMille takes over his new duties June 1.

New College Station

A NEW college station, to operate from Middlesboro, Ky., with 100 watts full time on 1210 kc., was authorized May 28 by the FCC Broadcast Division to Lincoln Memorial University, Harrowgate, Tenn. The transmitter and studios, however, would be in the Kentucky town.

NBC Rate Increases

RATE increases from $360 to $400 per evening hour for WEEI, Boston, and from $280 to $320 for WCKY, Cincinnati, were announced as of June 1 by NBC, to become effective July 1.

Packard Art Spots

PACKARD MOTOR CAR Co., Detroit, is sponsoring a series of announcements in three cities to tie in with local art shows and copy used in Packard magazine advertising. On WKBW, Buffalo, four announcements were used and eight on WBEN. Six announcements are scheduled on WHAM, Rochester. Young & Rubicam Inc., New York, services the account.

Glame Adds WEAF

GLAME COSMETICS Co., Hoboken, N. J. (nail polish) will place Jack Berch on WEAF, New York, beginning June 18, for a weekly program. Contract is signed for 52 weeks. Glame has the same talent on a two station hookup of WOR, Newark, and WFIL, Philadelphia. Franklin Bruck Adv. Corp., New York, has the account.

NBC Mail Record

FOR the second successive month NBC April mail response broke all previous records, exceeding the April, 1935, figure by 121%. The four-month NBC total of 3,084,308 pieces equals the entire 1933 total. The April mail was 12% under the all-time record of March and amounted to 898,147 pieces, of which 835,147 were in response to sponsored programs.

Joseph Burnett in South

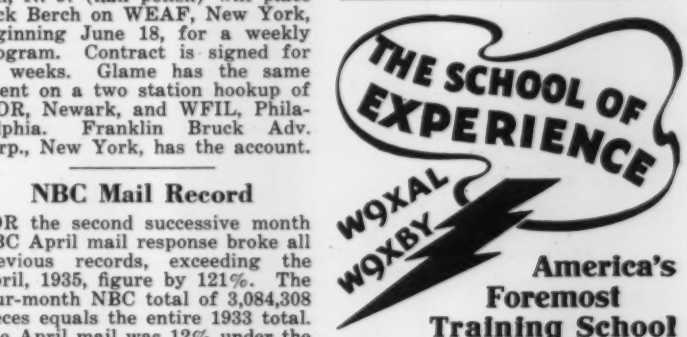
JOSEPH BURNETT Co., Boston (Ice Cream Mix) on June 1 starts a series of five one-minute daytime WBS announcements on five Southern stations, KPRC, WSMB, WMC, WFAA and KRGV. Batten, Barton, Durstine & Osborn Inc., New York, placed the account.

AN INCREASE in day power from 1,000 to 5,000 watts on its 900 kc. channel with unlimited time was granted WKY, Oklahoma City, May 28 by the FCC Broadcast Division. WKY also was authorized to install a vertical radiator and make changes in equipment.

A NEWS exchange affiliation with the *Boston American*, whereby programs are broadcast direct from the Hearst newspaper's city room, has been made by WMEX, Boston.

WJAY to Plain Dealer

RECONSIDERING its former action, the FCC Broadcast Division May 28 granted without a hearing the transfer of licenses of WHK and WJAY, Cleveland, from present licensees to the *Cleveland Plain-Dealer*. The former station, a CBS outlet, has been owned by the newspaper through a subsidiary corporation, and about a year ago arrangements were made for purchase of control of WJAY, a local independent. The FCC had set the transfer applications for hearing on May 29.



America's Foremost Training School For Radio Operators

Radio-Television Engineering:—An 8-months' course embracing: 1. Broadcast engineering; 2. Station operation; 3. Television; 4. Field intensity; 5. Directional Antennae and associated subjects.

ACTUAL EXPERIENCE AT THE CONTROLS

Owners and operators of Radio Station W9XBY (New High-Fidelity from Mike to Transmitter—1000 watts—1530 kc.) and Experimental Visual Broadcasting Station W9XAL (500 watts on 2800 kc. and 150 watts 42-56; 60-86 megacycles). Theory and practice followed by actual experience in station operation. All Student-Engineers assigned to shifts at controls and transmitter—over 80 remote control pickups weekly. Graduates qualify for Radio-Telephone Operators' License. (First Class.)

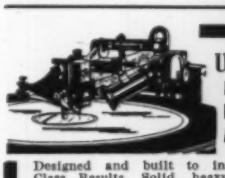
ATTENTION: Station Owners and New License Applicants: We have available engineer-operators capable of installing and operating new equipment. These men will come fully recommended.

TRAINING DIVISION

FIRST NATIONAL TELEVISION, INC.

(MEMBER N. A. B.)

Eng. Dept., Power and Light Bldg., Kansas City, Mo.



UNIVERSAL Professional Recording Machine

Designed and built to insure Highest Class Results. Solid, heavy, dependable —Precision machined thruout: — 16 in. distortion-proof turntable disc—Constant speed rim drive without "waver" or "wow"—110 volt A.C. 100% synchronous, reversible motor — Solid steel bar slide — Special Universal power cutter with four adjustments for damping—Engineered by Universal to provide the best in instantaneous recording equipment.

Write for detailed description

UNIVERSAL MICROPHONE CO., Ltd.
424 Warren Lane, Inglewood, Cal., U.S.A.

GATES Manufacturers of

Everything in Speech—Remote—Transcription and Microphone Equipment

GATES RADIO & SUPPLY CO.
QUINCY, ILLINOIS

PIONEERS of
PIEZO ELECTRIC CRYSTALS
Since 1925

SCIENTIFIC RADIO SERVICE CRYSTALS

Scientific Radio Service Crystals are ground to an accuracy of BETTER than .01% and are recognized the world over for their Dependability, Output and Accuracy of Frequency.

LOW TEMPERATURE CO-EFFICIENT CRYSTALS

Supplied in Isolantite Air-Gap holders in 550-1500 kc. band. Frequency drift guaranteed to be less than 4 cycles per million cycles per degree centigrade change in temperature.

$50.00

Two Crystals . 990
Approved by F.C.C.

Write to Dept. B-661 for price list.

Scientific
RADIO SERVICE
124 Jackson Ave., University Park, Hyattsville, Md.

New Kellogg Series

KELLOGG Co., Battle Creek, Mich. (cereal) on May 4 began sponsorship of *Girl Alone*, journalistic story, over WMAQ, Chicago, on Mondays through Fridays, 10-10:15 a. m. After June 1, the program will be heard at 12:15 p. m. It will be sponsored only in Chicago and be carried by NBC-Red as a sustainer. N. W. Ayer & Son Inc., New York, placed the account.

WCCO, Minneapolis, is broadcasting *The North Star School* under the auspices of the Minnesota Education Association. Seven programs will make up the series, which may be resumed in the autumn. The program affords an opportunity to demonstrate work of musical groups in Minnesota public schools, who are heard along with speakers on each program.

For the
FINEST
in
Transcription Needles

Write

H. W. Acton Co. Inc.
370 Seventh Ave.
New York City

Samples: Cutting and playback mailed on request

FCC Paves Way for New Services

(Continued from page 7)

second part lay down detailed, specific requirements covering each class of station. The rules, in full text are reproduced in this issue.

In the general rules it is specified that all stations except relay stations (formerly broadcast pick-up) must have frequency monitors; that they must carry on an active program of research; that licenses will be issued for one year on a staggered schedule according to services, and that these licenses can only use voice, visual and combination voice and visual transmissions, with no code operations.

The rules governing visual broadcast stations are more comprehensive than those previously in force, and express new FCC policies in connection with that mode of experimentation. Two types of visual service are defined —television and facsimile. One important new principle is that of licensing both the visual and the accompanying aural or sound transmission to one station, as against two licenses heretofore needed. The sound track will be authorized on the higher carrier of the band used by the television licensee.

The channels allocated for television are the bands from 42,000 to 56,000 kc., and 60,000 to 86,000 and any two adjacent frequencies above 110,000 kc., except the amateur band which runs from 400,000 to 401,000 kc. At the June 8 hearing, it is hoped to work out the allocations of the television experimenters which include such companies as RCA, Philco and Farnsworth. There will be specific frequency assignments and the band widths to be used will vary from 1,500 to 4,000 kc. in order to accommodate high definition television.

Planning for Television

LOOKING toward the day when there will be regularly scheduled television broadcasts, promised by RCA toward the end of June on a "demonstration basis", the rules set forth specific provisions on commercial tie-ins. They specify that visual broadcast stations, whether television or facsimile may not receive, directly or indirectly, any form of compensation. Then these important paragraphs, covering tie-ins:

> In the case of experimental televising of the production of a commercial broadcast program, all commercial announcements not a part of the entertainment continuity shall be eliminated from the television broadcast except the mere statement of the name of the sponsor or product, or the televising of the trade mark, symbol, slogan, or product of the sponsor; provided however, when the program transmission is incidental to the experiments being conducted and not featured and subject to interruptions as the experiments may require, the commercial announcements may be broadcast aurally.
>
> No additional charge, direct or indirect, shall be made by the licensee of a regular broadcast station for simultaneous transmission by a television broadcast station and commercial accounts shall not be solicited by licensees of regular broadcast stations or by others upon the representation that the program will also be transmitted by a television broadcast station.

The synchronized sound program of a television station, the rule further provides, may be broadcast by a regular broadcast station if no announcements or references are made over the latter station regarding the operation of the television station "except the mere statement that the program being transmitted is the synchronized sound program of a television broadcast station" which would be identified by call letters.

As in the case of all other experimental operations, the rules specify that the call letters identifying the television station and the broadcast station shall be given on their respective frequencies only, and not simultaneously over both channels.

In the case of facsimile broadcasting, the same general rules respecting commercial announcements will apply. Because of the narrower band width, no frequencies are specified for facsimile stations, but applicants may request any frequency in the general experimental band which will cause least interference to established stations.

Much interest will center around the new rules governing high-frequency or apex stations, since this type of purely local station is looked upon as the future outcropping of sound broadcasting. There has been a veritable land-rush for frequencies in this band, and some 40 pending applications have been held up until the new rules were approved. The FCC first specifies that these stations are for transmission of aural programs for "general public reception", with the frequencies lying above 25,000 kc., on an experimental basis subject to change without notice or hearing.

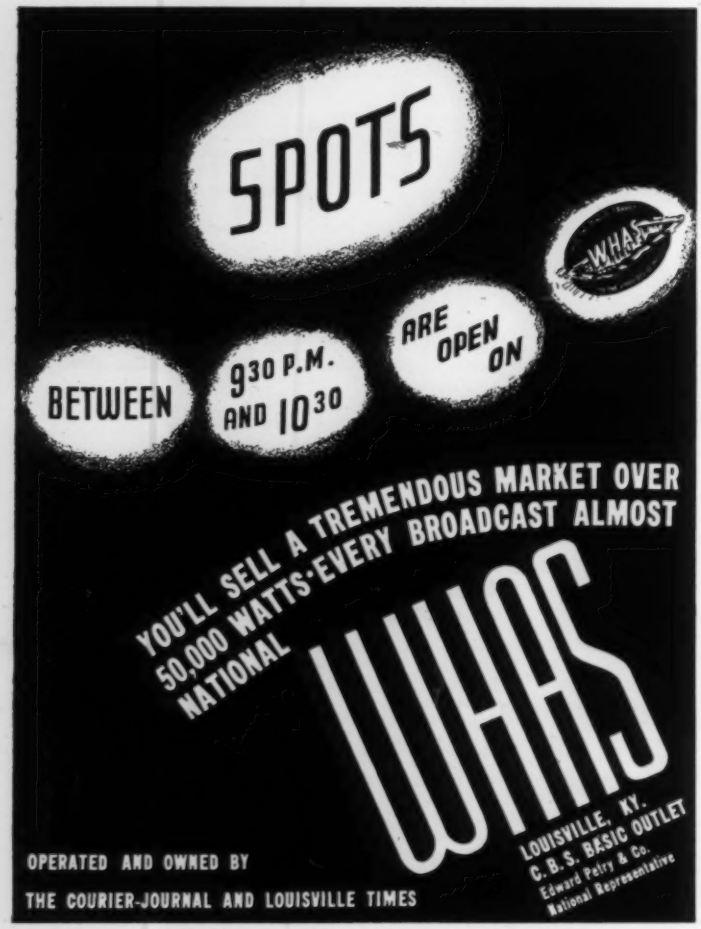
To the group of frequencies at present assigned to this service three other groups have been added, broadening greatly the availability of space in this band. Again strict experimental and research requirements are laid down to qualify for use of the channels, with the added proviso of non-commercial operation. These stations, the regulations state, shall not broadcast programs for which they receive directly or indirectly any form of compensation "but may transmit the programs of regular broadcast stations, including commercial programs, if the call letters when identifying the stations are given on their respective assigned frequencies only and the statement is made on the high frequency broadcast station that the program of a regular broadcast station is being broadcast."

Commercial Limitations

THE RULE states further:

"No additional charge, direct or indirect, shall be made by the broadcast licensee for simultaneous transmissions by the high-frequency broadcast station nor shall commercial accounts be solicited by licensees of regular broadcast stations or others upon representation that the program will also be transmitted by a high-frequency broadcast station."

Group "C" of the new frequen-



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cies for apex, ranging from 31,600 to 41,000 kc., constitutes the present apex channels. In addition there has been added Group A, ranging from 25,950 to 26,150 and Group B from 26,400 to 26,500, each group containing four channels. Another new group, (D) for experiments of the type Maj. Edwin H. Armstrong contemplates in New York with "super-power", is set aside to test a new mode of frequency modulation transmission. And then a final group (E) above 86,000 kc. is set aside. In the groups A, B and D, say the regulations, only one frequency from each group will be assigned a licensee in the same service area, and a separate license and call letters will be assigned for each frequency. A license will authorize operation on only one of the four assigned frequency classes at any one time.

The A and B groups for apex were set aside as international channels by the Madrid Telecommunications Conference in 1934, but have proved to be of very little value. For that reason they have been appropriated for apex but with the understanding that any licensees on them shall request reports concerning reception outside North America, if any, during operation from 10 a. m. to 2 p. m., local time, in order to procure evidence of their international coverage aspects.

While a maximum power of 1,000 watts is specified, there is no minimum. Moreover, on the maximum, the rules state that power of more than 1,000 watts will not be granted unless the applicant can show that greater power is needed for special research. At present practically all of the some 30 apex stations use 100 watts power.

The new rules governing relay broadcast stations, formerly called broadcast pickup, also place these stations in a new service category. Such stations, used mainly for remote pickups, will be licensed only to holders of regular broadcast station licenses. That is designed to prevent private parties, not otherwise engaged in broadcasting, to operate "rental" relay services.

New frequencies in the very high range are added to the old group of channels in the medium band for this relay service. The groups now provided range from 1,600 kc. to 2,830 kc. and from 31,100 to 40,600 and above 86,000 kc. It is specified that holders of these licenses must notify the FCC two days in advance of plans to use these facilities, but a waiver clause is provided in cases of events over which they have no previous knowledge, such as disasters, floods, fires, and the like, whereby service can be initiated immediately provided a telegram is addressed to the FCC before the actual broadcast, covering details of the event and the expected duration.

Licensees of relay stations will be authorized to transmit commercial or sustaining programs and orders concerning such programs to its regular station and other stations transmitting the same program simultaneously, but are "not authorized to transmit programs to be broadcast solely by other regular broadcast stations."

Foreign Relays

IN THE international broadcasting realm, the rules also are broadened considerably. Stations will be required to do a direct international broadcast service, in lieu of the international "relay" service for which they were originally designed. Consequently, the name "relay" has been dropped and the term "international" substituted. Although repeated efforts have been made to drop the "experimental" restriction and permit sale of time on these channels because of wide listener appeal throughout the world, the new rules specify that no time may be sold. Frequencies will be in the range between 6,000 and 26,600 kc., as specified by international treaty. Programs of regular stations may be broadcast simultaneously with the regular commercial credits but no remuneration may be received by the station for it and the announcements of call letters must be made separately over each station facility. One new group of international channels is made available—25,625 to 25,875 kc. The minimum power to be allowed will be 5,000 watts. Of the dozen stations assigned for this service several are using power lower than the new minimum. A separate license and call letters will be issued for each frequency, except where frequencies in two or more groups are required to maintain a particular international broadcast service..

Experimental Stations

ANOTHER new class of service set up is that of experimental broadcast stations, the scope of which now are cut down by the definite allocations for apex, television facsimile, relay and the like. These stations must carry on development and research for the advancement of broadcast services "along lines other than those prescribed by other broadcast rules." They will use general experimental frequencies beginning with 1,614 kc., and ranging to 41,000 kc., and above 86,000 kc.

In a press release announcing the new rules, the FCC stated it will be necessary to modify a number of the outstanding licenses, aside from those in the lower television bands, which on July 1 are to be vacated. If licensees are not present at the June 8 conference for discussion of the new rules and of assignment changes, it was added, the FCC on July 1, will issue modified licenses specifying the frequency it deems best for the station licensee.

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OTHER FELLOWS' VIEWPOINT

"Good Night, Mother"

TO THE Editor of BROADCASTING:

Your editorial "Nit-Wit Law", in your issue just at hand, moves me to say that, the man who instigated that action against the "Good Night, Mother" of John Charles Thomas, is of the type who would kick the crutch out from under the arm of his own crippled mother.

He is of that spineless type possessed with a water-logged brain, the backbone of a jelly-fish, and, instead of a human heart, carries a tumor of decayed principles. When he walks down the street I can see honest men turn their backs. Even the devil himself, when he sees him coming, will shut the doors of hell to keep him out.

That "Good Night, Mother" is far from being the message of John Charles Thomas alone, for I know there are thousands of men and women who murmur the same greetin~ in consonance with Mr. Thomas. His program is the one radio broadcast I try to never miss, and almost solely so I can close my eyes, and waft the same message to my own dear mother.

GRIDLEY ADAMS,
Advertising Counselor,
Weehawken, N. J.

New Agency for Five Star

LEEFORD ADV. AGENCY Inc., 315 Fourth Ave., New York, a newly formed agency, has been appointed to handle the radio programs sponsored by Remington Rand on the Inter-City Group and on WOR and WINS. The programs concerned are *Five Star Final* broadcast over the first two units, and three programs currently on WINS. Officers of the new agency are: David D. Lee, president; G. Howell Mulford, vice president; W. C. Hoyt, treasurer. Mr. Lee was for four years a vice president of Charles Green Inc., New York agency now defunct. Batten, Barton, Durstine & Osborn Inc., New York, continues to handle the rest of the account.

THIRTEEN Tuesday night programs promoting Daytona Beach, Fla. as a summer resort, have been purchased by the Daytona Chamber of Commerce on WSB, Atlanta, through Loomis & Hall, Miami.

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E. R. SQUIBB & SONS Inc., New York (Squibb toothpowder) is planning a spot announcement campaign, to introduce a new toothpowder, on about 30 stations from coast to coast. No stations have been selected as yet but the campaign is scheduled to begin July 6. Geyer, Cornell & Newell Inc., New York, has the account.

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Classified advertisements in BROADCASTING cost 7c per word for each insertion. Cash must accompany order.
Forms close 25th and 10th of month preceding issues.

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with two to five years' experience middle western or southwestern network station. Fair salary to start. Excellent opportunity. Regional station network in west. Address Box 490, BROADCASTING.

Situations Wanted

Man with twelve years experience in radio, desirous of agency connection. Seven years Station and Commercial Manager. Five years network experience. Thoroughly competent in creating, building and directing both musical and dramatic programs. Will go anywhere where permanency and future is assured. Excellent references. Address Box 489, BROADCASTING.

Chief Engineer network station desires change. 12 years commercial experience composite and commercial equipment. Experienced in design and building. Permanent position desired with progressive station. References. Box 492, BROADCASTING.

Broadcast Engineer desires permanent position with progressive station. Nine years experience. Now employed on west coast; married; available two weeks notice. Box 488, BROADCASTING.

Combination announcer, continuity writer, operator, experienced in production. Now employed at regional CBS affiliate. Can go anywhere. Box 491, BROADCASTING.

Wanted to Buy

One 100 watt broadcast transmitter. Must pass FCC requirements. State what you have and prices. Box 491, BROADCASTING.

Wish to purchase part or whole interest in or lease radio station. Box 487, BROADCASTING.

For Sale—Equipment

Type 301A Western Electric Transmitter for sale. Fully AC operated, guaranteed first class mechanical and electrical condition. Capable high quality and efficiency at low operating expense. Modern design, appearance like new. Cost $7,000, will sell for $2,750 f.o.b. Janesville, Wisconsin, subject to prior sale. Reason for selling, WCLO has been granted increase in power. Delivery any time after July 19th. Make us an offer on two 150-ft. steel galvanized towers f.o.b. Janesville. Complete information sent on request. Write or wire WCLO, Janesville, Wis.

For Rent—Equipment

Approved equipment. RCA TMV-11-D field strength measuring unit (new) direct reading; Astiline Angus Automatic Recorder for fading on distant stations; GR radio frequency bridge; radio oscillators, etc. Reasonable rental. Allied Research Laboratories, 260 East 161st Street New York City.

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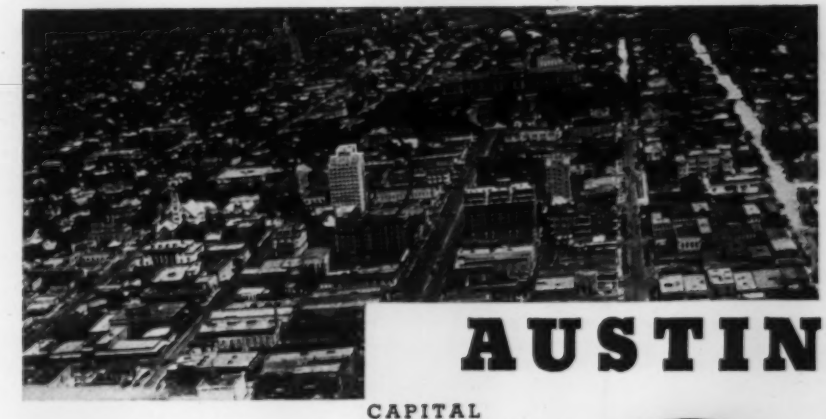

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